

JANUARY 1958

# SOUTHERN AUTOMOTIVE JOURNAL

The South's in High Gear!

page 31

Wreck Up Shop Volume

page 39

Thunderbird Top

page 52

page 3

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

*Since 1903...*

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*to the*

## AUTOMOTIVE INDUSTRY

Much history has been written since the early days when Perfect Circle began making parts to put horsepower into the "horseless carriage". Year after year, Perfect Circle has been privileged to take an active part in the development of the wonderful machines that are today's motor cars, trucks and tractors.

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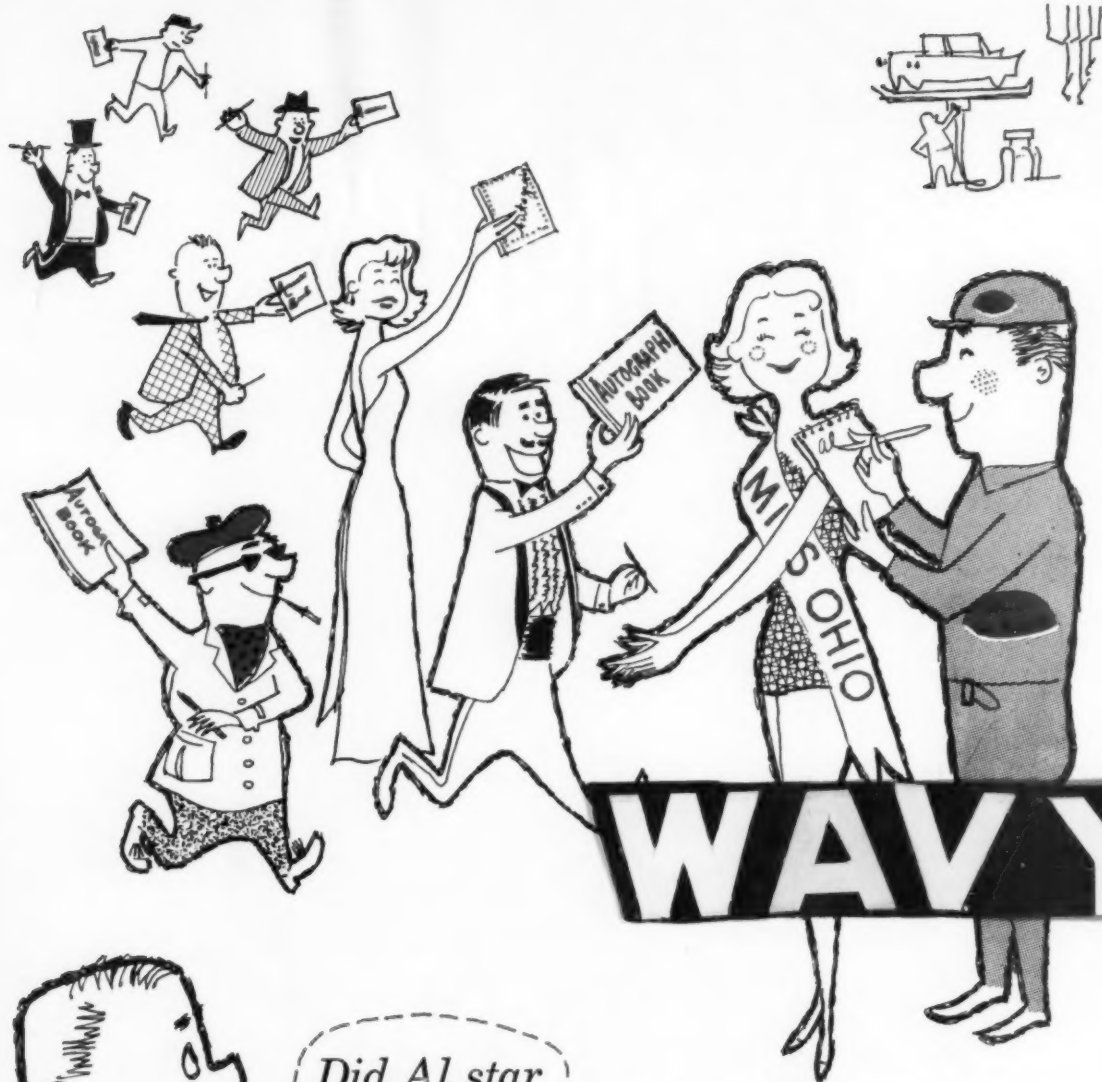
In your overhaul jobs, install the rings so overwhelmingly preferred by manufacturers for original equipment and for replacement service—Perfect Circles! PC 2-in-1 Chrome sets more than *double* the life of cylinders, pistons and rings, assuring sustained power with lasting oil economy—*your* assurance of satisfied customers and protection against come-backs!



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*No...he stars with  
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**Volume 38**

**Number 1**

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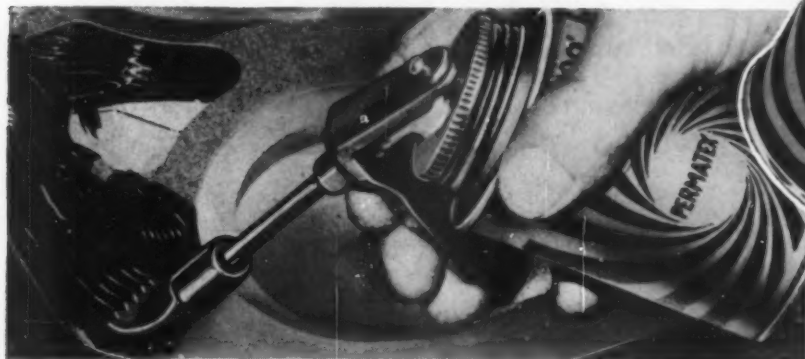
Pumps and spreads in ONE motion.

Applies a ribbon of sealant of desired width evenly and neatly.

# PAGES

...off when not  
...unit. Rugged  
...for a replace-  
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...applicator tip to width needed for particular job.

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300 Broadway, Huntington Station, N.Y.  
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in movies?*

*No...he stars with  
customers by replacing  
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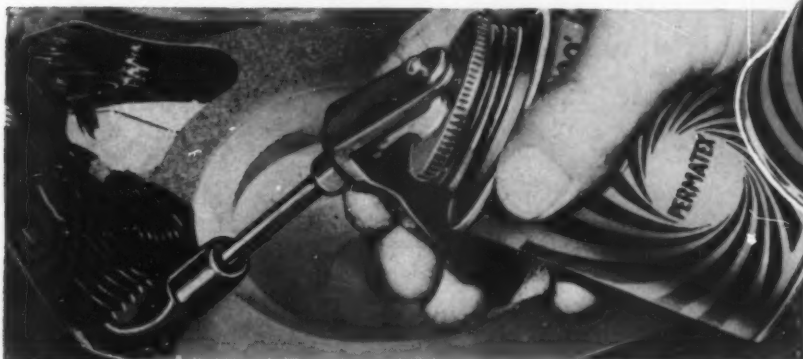
**Designed for Super "300" and  
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Applies a ribbon of sealant of desired width evenly and neatly. Stops waste. The *Permatex Applicator Gun* seals itself off when not pumping—no leaks, no spills.

*Permatex Applicator Gun* is a heavy-duty dispenser unit. Rugged synthetic tip will go through many cartridge changes before a replacement tip is needed. Bead width can be varied easily—just cut the applicator tip to width needed for particular job.

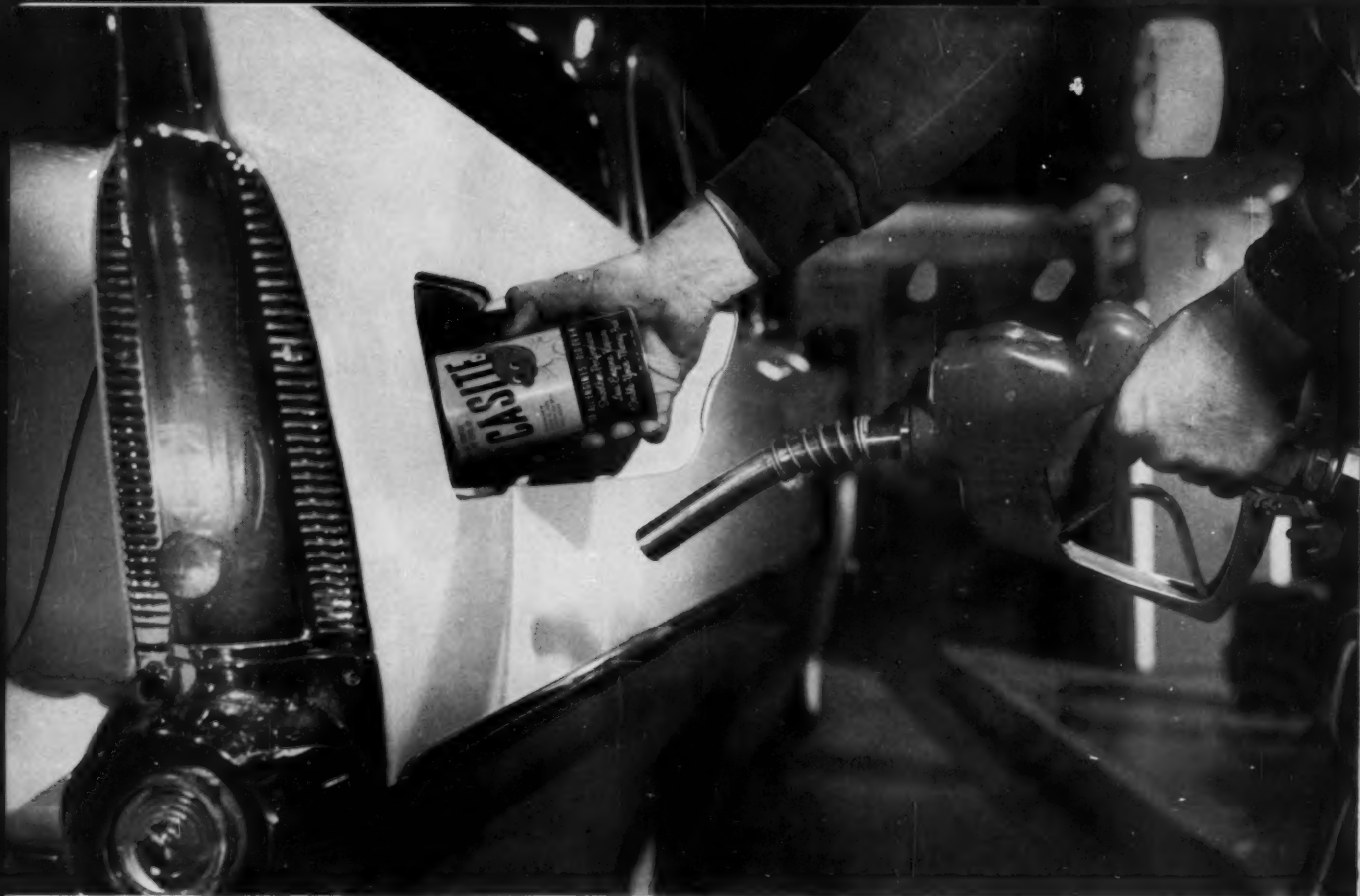
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- frees sticky valves
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\*through air intake  
or add to gasoline

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When your customer says "fill 'er up"... give him a full measure of satisfaction—add a pint of Casite!

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# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 38

JANUARY 1958

No. 1

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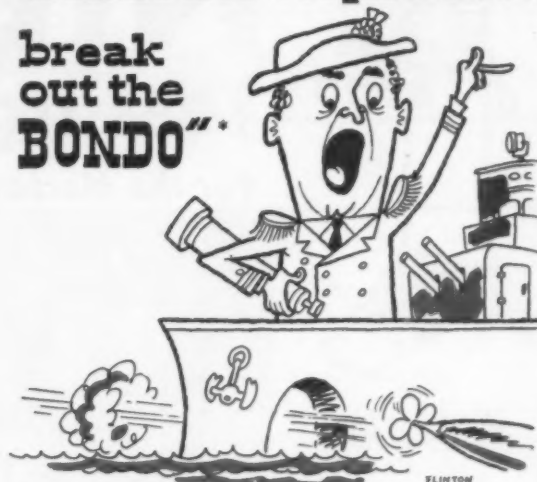
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 break  
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✓**INSIDE...** GUNK® Hydro-Seal is an immersion compound that strips hard carbon, varnish and gums from cylinder heads, carburetors, engine parts safely, easily and completely clean right to the bare metal. After cold immersion, parts can be rinse-cleaned with a water spray. Forms its own surface seal, preventing evaporation of solvent vapors. Hydro-Seal is the fastest-acting and most efficient self-scouring solvent for all engine parts.

✓**AND OUTSIDE...** GUNK Super-Concentrate is a heavy-duty degreaser and emulsifier that can be sprayed, brushed or wiped on engines and machinery and then hosed off with clear water. Result: GUNK's self-scouring action has produced a factory-new appearance. It is one of the most remarkable and successful emulsifying degreasing solvents on the market. No toxic vapors, non-caustic, safe to skin.

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*For the Mechanic Who Wants to do the Job Right*



**TSC-15 Portable Voltage Regulator Tester.** Rolls up to fender height. \$64.00



**T-30 Dwell Meter.** Helps set contact point gap or cam angle. For use on 6 or 12 volt systems. \$29.50



**T-31 Tachometer.** Required for automatic transmissions. Use to adjust engine idle mixture and set engine idle r.p.m. \$35.50



**T-34 Power Light.** Use on both 6 and 12 volt systems. Battery operated. \$35.50



**T-14 Voltage Regulator Tester,** for 6 and 12 volt systems. \$39.50



**T-28 Motor Tune-Up Kit:** Timing Light, Vacuum Gauge, Compression Gauge. \$20.50



**T-27 Compression Gauge.** Calibrated to 200 lbs. Final Grip. \$5.50



**T-26 Compression Gauge.** Calibrated to 200 lbs. \$5.50



**T-25 Vacuum Gauge.** Works in glass quarters. \$4.95



**T-24 Spark Tester.** \$3.50



**T-32 Portable Stand** Consists of T-30 Dwell Meter, T-31 Tachometer and TS-15 Stand. \$80.50



**T-22 Distributor Wrench.** For '53 D. R. Distributors. 95c



**T-25 Vacuum Gauge.** 0"-25" Vacuum. 0-7 lbs. pressure. \$7.90

**T-10 Flex-Neck Pow-R-Line.** 110 Volt A. C. \$24.00

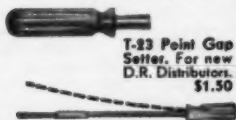


**T-11 Glowco A.C. Current.** 110 volt, 60 cycle. \$21.50

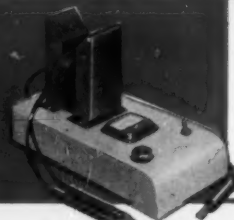
**T-12 Glowco.** 0-20 ampere scale. \$24.00



**HB-2 Bleeder Tank.** Handy for all cars. \$32.00



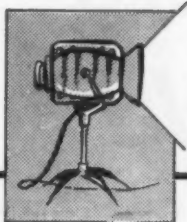
**T-23 Point Gap Setter.** For new D.R. Distributors. \$1.50



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## Automotive **SPOTLIGHT**

January 1958

New-car sales this year will make no big splash, but a surge may be expected right after Labor Day, say many economists. Said GM's President Harlow H. Curtice: "It appears likely that 1958 domestic retail passenger-car sales, exclusive of imports, will be somewhat lower than the 1957 total of approximately 5,800,000 units." And Chrysler President L. L. Colbert: "The potential exists for another good year for the automobile industry in 1958. Whether that potential is reached will depend upon two factors: (1) how quickly the nation's economy can adjust to the present downturn or leveling off in some sectors of business activity and (2) how successful the automobile industry--with its new models and intensified selling programs--proves to be in stimulating a satisfactory volume of business."

Said Ford's Economist George P. Hitchings: "Normal turnover of the existing consumer stock of cars, coupled with an average rate of growth, would provide [in 1958] a retail market somewhat above the 6,000,000 cars sold in 1957 (including 5,800,000 U.S. cars and 200,000 imports). Car sales are likely to be below normal, however, because of consumer hesitancy in making commitments."

Tire sales this year should approach the all-time high chalked up in 1955, says President E. F. Tomlinson of B. F. Goodrich Tire Co. The figure should run 112,735,000, compared with 110,530,000 in '57. The industry rolled off 114,244,000 in '55.

Customer labor scales range all over the map. Commented Manager James A. Gorman of the Missouri Automobile Dealers Association in his membership bulletin Dec. 30: "The unevenness of this customer service fee in our state is in a very sad state, indeed. We find this rate starting at \$1.75 and ranging upward to exceed \$5. We are not attempting to say what your rate should be, but with the popular average around \$4.50, certainly any hourly charge lower than that is past due for some very close study and possible upward adjustment."

Training of mechanics to ease the shortage got a big hand last year from the United Motors Service Division of GM. UMS aided 40,435 mechanics to get some free training.

Arms of the Independent Garage Owners of America continue to reach out. Latest units have been forming over the Southland at Orlando and Tampa, Fla.; St. Louis, Mo.; Yazoo City, Miss.; Texarkana and Fayetteville, Ark.; Norman, Chickasha and Ardmore, Okla. National headquarters, to have the necessary added space, have been moved in Tulsa, Okla., to 36½ North Lewis.

The exhaust system is big business! Those gutted mufflers and sagging tailpipes are a greatly expanding market for everyone in the service end of this industry. Charles A. Klaus of Maremont Automotive Products, Inc., told the National Automobile Dealers Association convention at Miami this month: The nationwide sales of muffler and exhaust system parts have doubled in the past two years, reaching a peak of \$450,000,000 in 1957. This has become the fastest growing segment of the \$9-billion-a-year replacement parts business, said this veteran manufacturer.

PROVED AND APPROVED  
***"Around the World"***  
WITH **FORD**



U. S. Patent  
No. 2,789,872

THE **Sealed Power**  
**STAINLESS STEEL OIL RING**





## Automotive MARKETS

### Chrysler Picks Atlanta For Area Sales Office

**A** RAPIDLY expanding economy and an increasing public demand for its cars and trucks in the South have been cited by Chrysler Corp. as key reasons for establishment of a new area sales office opened in Atlanta, Ga., Dec. 1.

Frank J. Suslavich, formerly assistant director of field operations for the corporation's automotive marketing organization, has been



Southern Director Suslavich

appointed director of the new area, which covers 15 states and includes 1,900 dealers. The territory embraces the Charlotte and Atlanta marketing zones (formerly in the Central area), Memphis zone (formerly in the Midwestern area) and the Dallas zone (formerly in the Western area).

Suslavich joined Chrysler in January 1957 after 14 years of sales executive experience in the automotive field. He also has had extensive experience in the merchandising and accounting field with United Fruit Co. and Bendix Aviation Corp.

In announcing the formation of the Southern marketing area, Byron J. Nichols, general manager of the automotive group marketing organization, said, "Establishment of the new Southern area offices enables us to increase the effectiveness of our service to dealers

in the steadily growing automotive market of the South."

The Atlanta offices are located in the 795 Peachtree Building on Peachtree Street (directly opposite the offices of SOUTHERN AUTOMOTIVE JOURNAL).

### Ford Division Manager Paints Bright '58

**"T**HE nation can move into 1958 with the bounce of optimism in its step," J. O. Wright, Ford Motor Co. vice-president and Ford Division general manager, said last month in a speech before the Norfolk (Va.) Chamber of Commerce.

As an example of the nation's economic vitality, he said that since the new 1958 Fords were introduced, Ford dealers have sold 4,000 more units than were sold during a corresponding period after the 1957 introduction.

The year 1957 was a good year for both the economy and the automobile industry, he said. Automobile sales, including imports, were about six million in 1957 and the industry can look forward with optimism to 1958 when car sales could approximate the year just concluding, he added.

Total consumer buying power is up one-half of one per cent from



Ford Manager Wright

where it was when the new cars were introduced a year ago.

Wright said that the Defense Department was scheduled to order some \$20 billion dollars worth of goods in the current fiscal year which began July 1. But in the first half of the year, only \$6.5 billion — or one-third of it — had been allocated. This means, he said, that the other two-thirds of the amount, \$13.5 billion, remains to be allocated in this second half year.

He also said that the anticipated \$2.5 billion increase in construction expenditures for 1958 will offset the \$2.5 billion decrease in capital expenditures.

### \$587 Spent Annually Per Car, Yet Danger Lurks!

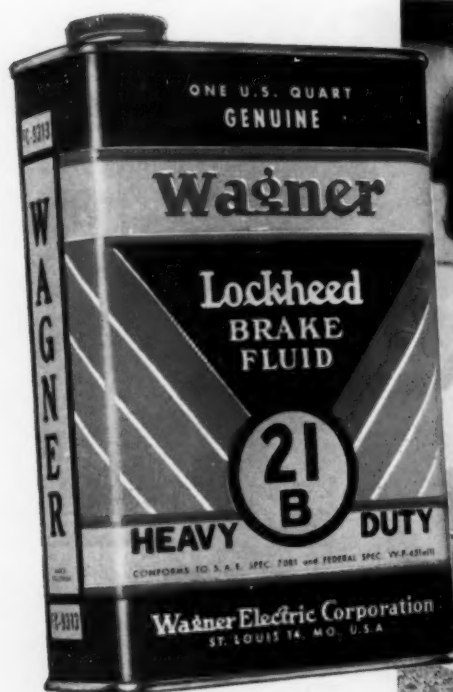
**T**HE nation's 36.5 million car-owning families each spend an average of \$587 annually to keep their cars operating and in repair, but even that expenditure leaves one out of every five cars in need of safety attention, an Akron rubber official said at St. Louis, Mo., last month.

E. F. Tomlinson, president of B. F. Goodrich Tire Co., told the annual meeting of the Oil Industry TBA Group at the Chase Hotel that service station managements must assume a share of the responsibility to see that the motoring public keeps its cars in safe operating condition.

He said that service station salesmen should be trained to look for defects in cars. "That can go a long way toward helping to reduce highway accidents that are caused by mechanical failure." Tomlinson pointed out that the average car owner has only a vague idea of what can go wrong with his car and is very dependent upon his dealer for sound advice.

"The dealer must accept the obligation to properly counsel his customers," the rubber official stated.

# Keep your customers safe and happy!



Be sure the brake system of every car you service  
is always filled with genuine  
**Wagner Lockheed BRAKE FLUID**  
... there's none better... none safer

Keep in mind that safe brakes protect lives. So, when any of your customers' cars need brake fluid, supply genuine Wagner Lockheed.

**WAGNER LOCKHEED BRAKE FLUID HAS ALL THESE ADVANTAGES:**

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- Chemically balanced—with exactly enough moisture absorbing properties so that metal parts in brake system will not rust or corrode.

- Chemically balanced—to maintain chemical characteristics even after long use.
  - Surpasses S.A.E. specifications.
  - Does not cause deterioration of rubber cups or hose.
  - Does not evaporate rapidly.
  - Used by vehicle manufacturers.
  - Nationally advertised in The Saturday Evening POST—over 5¼ million copies per issue... Has consumer acceptance.
  - Packaged in 12 oz., quart, gallon, 5, 30 and 54 gallon containers.
- Available from your regular supplier of Wagner Brake Parts, Fluid and Lining... For details on complete line, ask for free copy of Catalog AU-1.

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(Branches in principal cities in U.S. and in Canada)

WF58-1

**Wagner Lockheed**  
*the best known name in brake service*

LOCKHEED HYDRAULIC BRAKE PARTS, FLUID and BRAKE LINING • AIR HORNS • AIR BRAKES • TACHOGRAPHS • ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES





# Automotive NEWS BRIEFS



Emerson Planck (left), Washington sales manager for Edsel Division of Ford Motor Co., is shown receiving a pocket watch for 35 years' service with Ford from John F. Connors, Edsel's regional sales manager. Connors made the presentation on behalf of Henry Ford II.

## FDR, Jr., and Texan Distribute Fiats

**H**UNDREDS of dealer applications have been received by the newly-formed Fiat distributorship of Roosevelt-Cullum Motors in Washington, D. C.

A co-partnership of Franklin D. Roosevelt, Jr., son of the late president, and Dyke Cullum, a Texan with over 30 years of automotive experience as dealer and distributor, Roosevelt-Cullum Motors has signed a sufficient number of dealers from the South Atlantic states to receive its first shipment of 840 Fiats. The partners, whose business relations in cattle farms predated their new enterprise, give 100% of their time to the new company: Cullum signs dealers, Roosevelt handles factory relations.

Roosevelt-Cullum Motors believes many common problems of foreign-car distribution in this country will not be encountered with Fiat; first, because Fiat owns

its own shiplines and cars will suffer a minimum of damage in its own automobile convoy ships; second, the Fiat plant makes the complete car from scrap iron to finished product, now turning out 1,500 a day, a sufficient number to supply the territory; third, Fiat is being handled as an associate car by domestic car dealers along with Chevrolet, Olds, Ford, Edsel, etc.

## Goodrich Economist Sees Gradual Business Rise

**A** GRADUAL rise in business activity, with "no recession and no boom" in the first half of 1958, was predicted for American business by Karl O. Nygaard, director of business research for The B. F. Goodrich Co.

Speaking before the annual meeting of the National Commercial Refrigerator Sales Association in Chicago, Nygaard said, "Our national economy is basically healthy and the business outlook is good. The increase in business volume expected in 1958 may seem disappointing when measured against the average growth performance of the dynamic 1950s, but 1958 will see a reasonably full employment of our national economic resources."

JANUARY	APRIL	AUGUST	DECEMBER
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
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## Looking Ahead

### DEALERS

- Feb. 24 — Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.
- April 27-29 — Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- May 18-20 — Annual convention of Texas Automotive Dealers Association, Galvez Hotel, Galveston.
- June 15-17 — Annual convention of Tennessee Automotive Association, Noel Hotel, Nashville.
- Aug. 17-18 — Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, near Savannah, Ga.

- Nov. 16-18 — Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.
- Oct. 6-8 — Annual convention of Truck Body and Equipment Association, Ambassador Hotel, Atlantic City, N. J.

### GARAGEMEN

- June 25-29 — Annual convention of Independent Garage Owners of America, Statler Hotel, Los Angeles.

### WHOLESALEERS

- Feb. 3-6 — 31st annual Automotive Accessories Manufacturers of America Exposition, Navy Pier, Chicago.
- Feb. 8-9 — Annual convention and booth conference, Automotive Wholesalers of Oklahoma, Municipal Auditorium, Oklahoma City.
- Feb. 17-19 — Annual convention of Motor and Equipment Wholesalers Association, Statler Hotel, Los Angeles, Calif.
- Feb. 17-19 — Annual convention of National Standard Parts Association, Ambassador Hotel, Los Angeles, Calif.
- Feb. 20-23 — Pacific Automotive Show, Pan Pacific Auditorium, Los Angeles, Calif.
- March 19-20 — Spring convention of Virginias - Carolinas Automotive Wholesalers Association, Robert E. Lee Hotel, Winston-Salem, N. C.
- April 23-25 — Southeast Automotive Show Conference, Bon Air Hotel, Augusta, Ga.
- April 28-29 — Annual convention of Automotive Wholesalers Association of Tennessee, Riverside Hotel, Gatlinburg.
- May 11-14 — Annual convention of Automotive Engine Rebuilders Association, Sheraton-Park Hotel, Washington, D. C.
- June 16-17 — Annual convention of Automotive Wholesalers' Association of Alabama, Pick-Bankhead Hotel, Birmingham.
- June 22-24 — Annual convention of North Carolina Automotive Wholesalers Association, Grove Park Inn, Asheville.
- Oct. 15-18 — Annual convention and booth conference of Automotive Wholesalers of Texas, Moody Civic Center, Galveston.
- Feb. 18-21, 1959 — International Automotive Service Industry Show, Navy Pier, Chicago.

*Storm-Vulcan takes your machine shop out of the RED!*

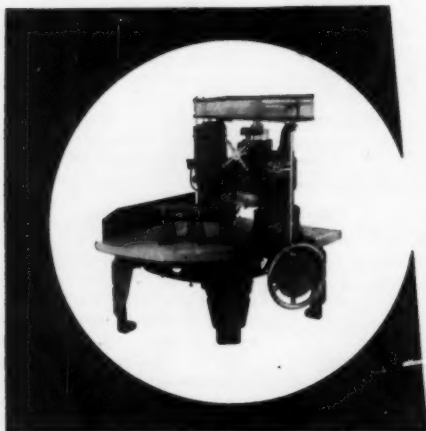
*the new*  
**STORM-VULCAN**  
*a name Famous  
for FIRSTS*

another first for STORM-VULCAN

Now for the first time Block Milling too!!!!

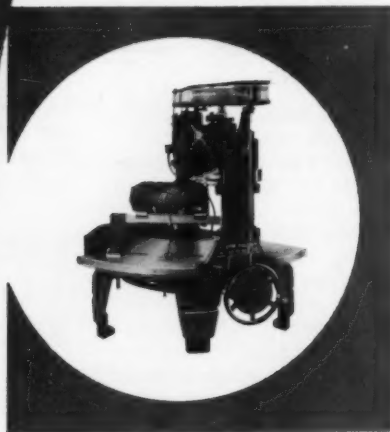
Machine shops profit most when they use  
the HEADMASTER head milling machine and  
BLOCKMASTER block milling machine by  
STORM-VULCAN because they were FIRST:

- To mill cylinder heads and blocks
- To duplicate factory finish on heads and blocks
  - To assure positive stock removal control
- To eliminate heat from head and block surfacing
- To have fully automatic cutting operation
- To conserve floor space through unusual design
- To supply fixtures as standard equipment for milling OHV V-8 heads and manifold pads
- To supply compression ratio tables for specified amounts of stock removal



*(Model #85 Headmaster)*

*(Model #85 B Blockmaster)*



**Storm Vulcan, Inc.**

● EQUIPMENT FOR INDUSTRY, GOVERNMENT, RESEARCH

● 2225 BURBANK STREET • DALLAS 19, TEXAS

● *Remember: Storm-Vulcan  
takes your machine shop out of the red*



## Small-Town Dealers' Profit Averages Highest; Parts Turnover Runs Lowest

**S**mall-town franchised dealers achieved a slightly higher operating profit the first nine months of last year than their city brothers, but the metropolitan operators easily outstripped others in the annual turnover of their parts investment.

These were among facts reported in the latest quarterly survey of its membership by the National Automobile Dealers Association.

Classified according to the number of new cars and trucks retailed in 1956, dealers in the one to 149 sales category chalked up an operating profit (including finance reserves) of 1.6% for an average of \$89 per new unit retailed.

Dealers in the 150 to 399 category had an operating profit of 1.5% for an average of \$75. Those in the 40-749 bracket recorded averages of 1.2% and \$56 and the 750-up class registered 1.1% and \$43.

In the parts sales, which excluded accessories, the smallest bracket

reported a two-times annual turnover of investment. The 150-399 category listed a 2.9-times turnover. The 400-749 group had a 3.1-times turnover and the 750-up group ran highest at 3.6. The industry average was 2.4 times.

In total service, including labor, parts and all other service and stockroom sales, except accessories with new vehicles, the 1-149 category listed \$290 sales per new unit retailed for 40.2% of gross profit to sales. The 150-399 group listed \$245 sales per new unit retailed, or 46.2% of gross profit to sales. The 400-749 category reported \$235 sales per new unit retailed, or 47% of gross profit to sales, and the 750-up class listed \$200 sales per new unit retailed, or 46.8% gross profit to sales.

On dealers' over-all profit, the survey commented:

"Small as they have been, dealer profits held remarkably steady in the first nine months of this year.

"At the end of the first quarter

operating profits for all dealers combined stood at 1.4% of total sales, before federal taxes. They rose slightly in the second quarter, bringing the six months figure to 1.7%. At the end of nine months the average had dropped back to 1.5%.

"From the end of June to the end of September, average washout gross from the combined sales of new and used units dropped from \$423 to \$411. Car absorption — the ratio of washout gross less selling expense to remaining overhead — dropped from 51.7% to 47.9%. Such a decline in these important indicators was not too severe in the light of past experiences and considering that in this period new-unit inventories were reduced from 16.8 to 13.5 per dealer.

"On the other hand, when these figures were reported the clean-up job was far from finished. New-unit stocks, mostly '57 models, were still much higher at the end of September than in any previous year since NADA has followed them, and some 90% higher than at the same time last year.

"Even so, considering the higher price tags on new models, and the stimulation provided by factory bonuses, dealers generally seemed hopeful that liquidation might be completed without too drastic a cut in gross. If so, prospects seemed brighter for at least bettering the general profit average of 0.8% in 1956."

"Let's live it up a little. Let's reminisce about the profits we made back in '46!"



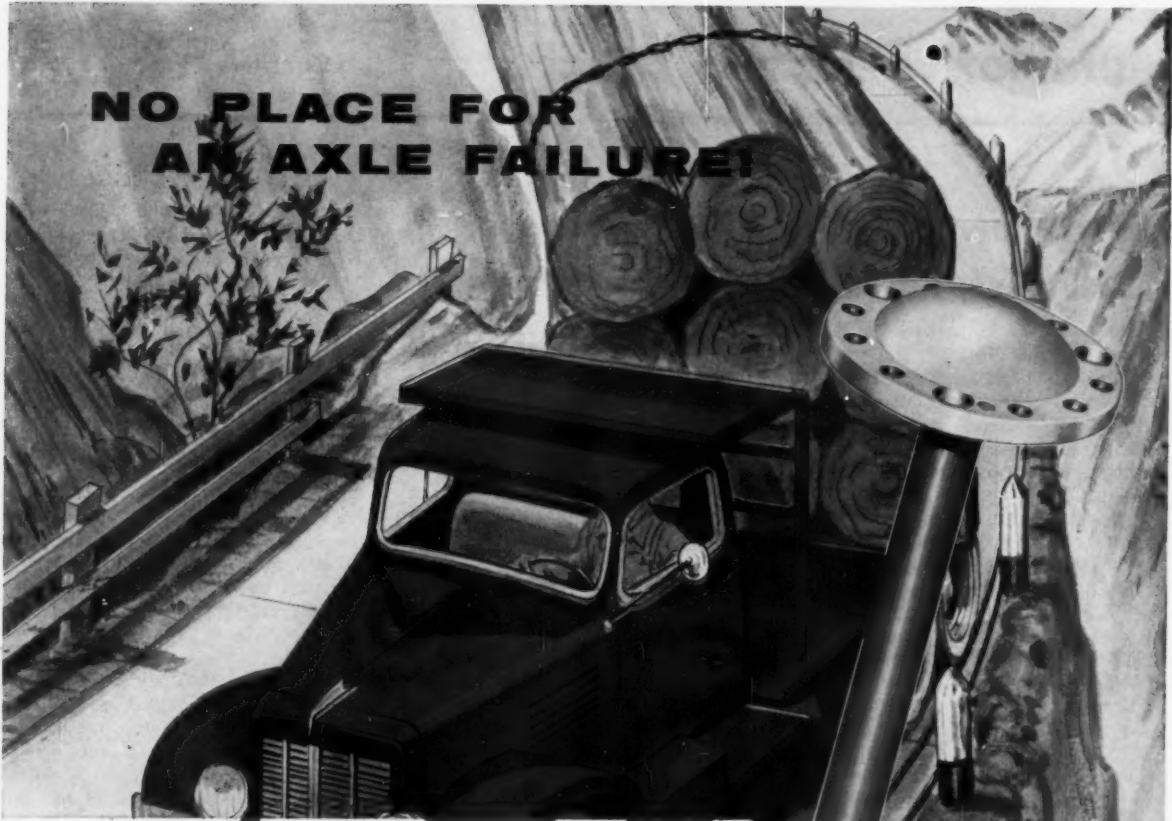
SOUTHERN AUTOMOTIVE JOURNAL

## Battery Group Reelects Thomas J. Grant

**T**homas J. Grant, president of Red Diamond Battery Co., Peoria, Ill., has been reelected for a second term as president of the Independent Battery Manufacturers of America.

Other officers are Al Geidel, Geidel Battery Mfg. Co., Pittsburgh, Pa., vice-president; Ford Ransweiler, Square Deal Battery Co., Akron, O., secretary, and Phil Pacheco, Moore Battery Co., Denver, Colo., treasurer.

With immediate plans by the association for an enlarged dealer and jobber promotional program, Executive Secretary John I. Roberts of Yocam Battery Co., Inc., Tampa, Fla., was named chairman of the merchandising committee.



**NO PLACE FOR  
AN AXLE FAILURE!**

There's **EXTRA SAFETY** in their **EXTRA STRENGTH**



## **AXLE SHAFTS**

For pleasure or commercial driving—light cars or heavy loads—**U.S. AXLES** extra safety saves lives, cargoes, equipment, lost time, and cold hard cash.

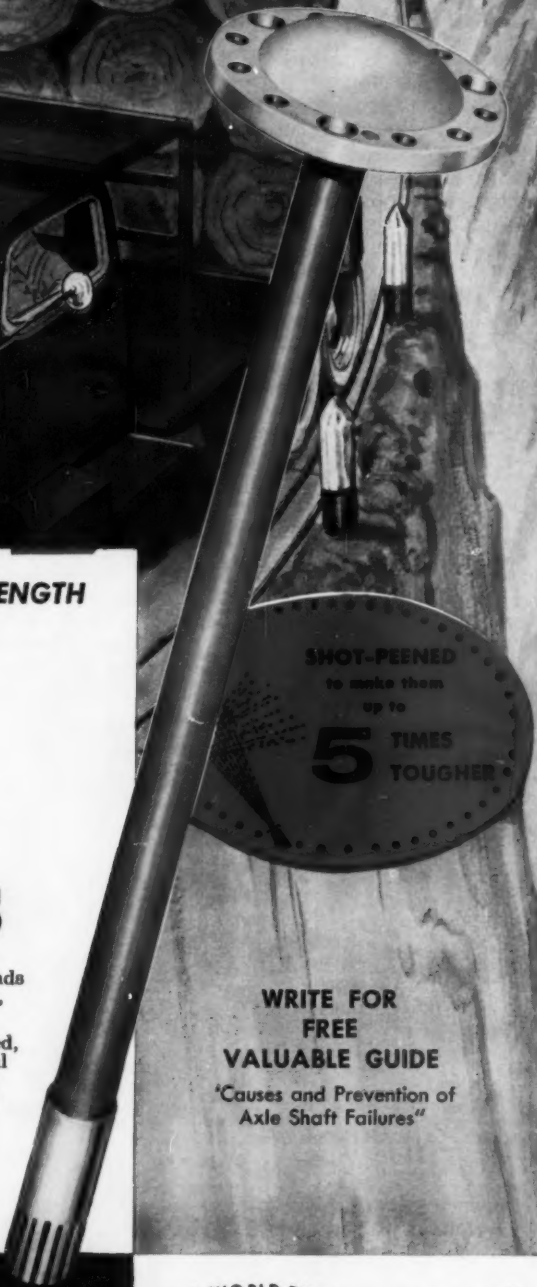
Shot-peening, the hardening process that makes heat-treated, fine alloy steel tougher . . . (up to 5 times tougher by actual tests) assures greater endurance, longer life and dependability. **U.S. AXLE SHAFTS**, duplicates of original equipment, are providing this extra safety for more and more vehicles every day. It will pay you to make **U.S. AXLE** your source for axle shafts.

**Depend on your U.S. AXLE JOBBER. He has the exact axle shafts to fit your needs.**

**THE US AXLE COMPANY, INC.**

Since 1920 • Pottstown, Pennsylvania

**ATLANTA WAREHOUSE** Rear 429-31 Peachtree St., Atlanta, Ga.



**SHOT-PEENED**  
to make them  
up to

**5** TIMES  
TOUGHER

**WRITE FOR  
FREE  
VALUABLE GUIDE**

**"Causes and Prevention of  
Axle Shaft Failures"**

**"THE WORLD TURNS ON U. S. AXLES"**



## Arkansas Student Sparkles At GM Training Center

GARY Blythe, a senior in Waldron (Ark.) High School, received highest score in the Rochester Products carburetor course at General Motors' Training Center in Oklahoma City last summer, later returning to place third in the Delco-Remy course.

Blythe plans to use his mechanic's training to finance his college education at Oklahoma Uni-



Floyd Blythe and son Gary

versity, which he plans to enter next fall. To keep abreast of trends, he enrolled in a later Hydra-Matic course, scoring grades on a par with previous courses.

Gary comes by his skills naturally. His father, Floyd Blythe, has been in the garage business in Arkansas for 30 years.

In addition to garage work, Gary's other hobbies include collecting antiques, old rifles and Indian relics. He was sponsored at the Training Center by The Automotive, Inc., of Fort Smith, Ark.

## Firestone Opens Track At Fort Stockton

THE world's largest automobile track and tire proving grounds were opened last month at The Firestone Tire & Rubber Co.'s test center located 12 miles west of Fort Stockton, Texas.

A series of tests and demonstrations, attended by company officials and approximately 20 newsmen, involved more than 40 vehicles and 65 technicians. The

7.712-mile track is said to be the largest built for either testing or racing.

Wraps were lifted from a new truck tire, the body of which is constructed of steel cord instead of fabric. The company claims more than 200,000 such tires have amassed 12 billion miles without a blowout. Also displayed was the new "Supreme Safety Airlock" tire, a refinement of Firestone's "Supreme" tire, featuring a built-in spare which functions the same as an ordinary tire. The inner chamber supports the car in event the outer casing is deflated.

Visitors were driven over a specially prepared "rough road" course to demonstrate the difference between conventional steel spring systems and the company's "Airide" suspension.

The Texas track is designed to allow precision testing at any speed. Considerably faster than the Indianapolis Motor Speedway, the track features precision-constructed curves and approaches. Cars and trucks assigned to Fort Stockton are expected to log approximately 18 million tire miles each year.

## Commercial Credit Names Grimes and Greene

COMMERCIAL Credit Co. has elected Edmund L. Grimes chairman of the board of directors and chief executive officer, simultaneously appointing Charles C. Greene president and board member.

Grimes, who joined the company in 1944 as controller, became president in 1954. As board chairman he succeeds E. C. Wareheim, who retired after 45 years of service.

Greene has been associated with the company since 1939, having served in executive capacities with finance subsidiaries in Europe and in various parts of the United States. He was elected a vice-president in 1956.

## 1958 Buicks Incorporate Switch Safety Feature

THE 1958 Buicks incorporate a new feature in the "off" or unlocked position of the ignition switch, whereby the key cannot



D. Nevin Smith (above), vice-president of The Electric Storage Battery Co., is the new president of The Association of American Battery Manufacturers, Inc. Other officers include C. H. Allen, Vitalic Battery Corp., first vice-president; J. Turner Moore, Jr., The Electric Auto-Life Co., second vice-president; H. J. McKay, Gould-National Batteries, Inc., secretary, and John F. Rittenhouse, C & D Batteries, Inc., treasurer. B. F. Morris is executive secretary of the group.

be removed until the car is backed up slightly, thus reminding the driver that he is leaving his car unlocked.

Buick retains its one-key, three-way ignition switch. The key may be removed when the switch is on "lock" or "on" to permit access to the trunk or glove compartments.

In the "off" position the switch still may be operated with the privacy of the trunk and glove compartments intact.

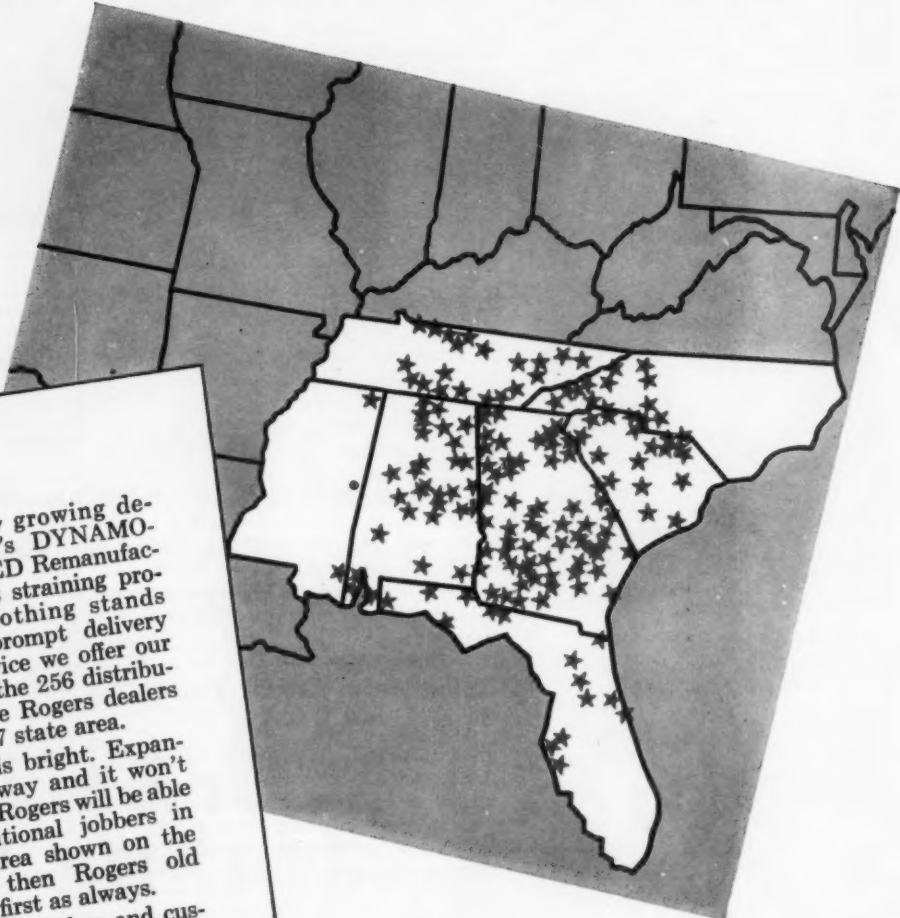
## Chevrolet Names Price

Walter A. Price has been appointed assistant Houston (Texas) zone manager of the Chevrolet Division of General Motors Corp., according to Zone Manager R. L. Little. Price replaces Jack L. Abbe, who has been promoted to city manager in Dallas.

## Altman Dies in Charleston

James J. "Jim" Altman, president of Altman Cadillac Co., Inc., Charleston, S. C., died recently. A leader in both dealer and civic circles, Altman was a retired director of the South Carolina Automobile Dealers Association.

# Old Friends Come First With ROGERS Remanufactured ENGINES



**THE CONSTANTLY** growing demand for Roger's DYNAMOMETER-TESTED Remanufactured Engines is straining production, but nothing stands ahead of the prompt delivery and tip-top service we offer our old friends . . . the 256 distributors who service Rogers dealers in our present 7 state area.

The future is bright. Expansion is under way and it won't be long before Rogers will be able to serve additional jobbers in our 7 state area shown on the map. Until then Rogers old friends come first as always.

Distributors, dealers and customers know that they can rely on the Rogers nameplate for fully warranted top-performing engines that give only the best in dependable service.

Rogers precision workmanship and accurate testing mean your customers buy with complete confidence, the exchange engines you sell with pride.

If your jobber does not  
handle Rogers engines,  
contact us—we'll contact him!

**ROGERS**  
Remanufactured  
**ENGINES**

300 Hunnicutt St., N.W., Atlanta, Ga.

**YOUR REPUTATION RIDES WITH THE ENGINES YOU INSTALL**





Garagemen of Tennessee are steadily welding themselves into a more compact and workable organization, with the Nashville unit of the Independent Garage Owners of America considered one of the liveliest, under the direction of W. C. "Josh" Wilder (shown at far right in right-hand photo). IGO Mem-



phis was recently created, as was a unit at Shelbyville. Here you see classes in automatic transmission study, arranged by United Motors Service Division of General Motors and its Nashville distributor, Eddie Voorhies. The Nashville garagemen since have launched into a Rochester carburetor school.

## Atlanta Chrysler Group Elects Charles Harkey

**C**HARLES W. Harkey, director of service for Harry Sommers, Inc., Atlanta, Ga. (Chrysler-Plymouth), has been elected president of the newly-formed Chrysler Corp. Atlanta Dealers Parts and Service Managers Club.

Other officers are Carr Suter, Lander Motors, Inc., vice-president; Mike Steele, Atlanta Motor Parts Co., secretary-treasurer, and Jack Reid, Peachtree Plymouth, program chairman. Objectives of the association are to bring about a closer relationship between dealers and to provide better service for customers.

## Roanoke Firms Play Santa To Crippled Children

**C**HRISTMAS brought crippled children at Camp Easter Seal, New Castle, Va., much needed kitchen equipment, including a 65-cubic-foot freezer locker and a 35-cubic-foot refrigerator, donated in the names of customers of a number of Roanoke jobbers.

Marking their fourth year of putting money usually spent for customer-token gifts to work for humanity were Auto Parts, Inc., Motor Parts Supply, Inc., W. B. Clements, Inc., Shepherd's Auto Supply, Inc., and Standard Parts Corp.

## California Garagemen Getting Set To Be Hosts for June Convention

**G**ARAGEMEN of California are already getting set to be hosts to the hundreds of their kind expected from over the United States for the annual convention of the Independent Garage Owners of America, to be held June 25-29 at the Statler Hotel in Los Angeles.

This tentative program has been scheduled:

Registration will begin at noon Wednesday, June 25, to continue to 1:30 p.m. on Saturday. The first day and a half of the convention will be devoted to activities of the

board of directors and the national committees. The kick-off luncheon will be held on Friday, June 27, at 12:15 p.m. A luncheon on Saturday, for members, ladies and guests, a cocktail hour and a big banquet followed by dancing will round out the convention. Howard Eves of Pasadena, Calif., immediate past president of IGOA, is the convention committee chairman.

Speeches will cover items pertinent to the garageman, such as organization, small business and the federal government, shop management, salesmanship, legislation, future outlook, advertising, labor and insurance.

Some of the topmost industry men will speak.

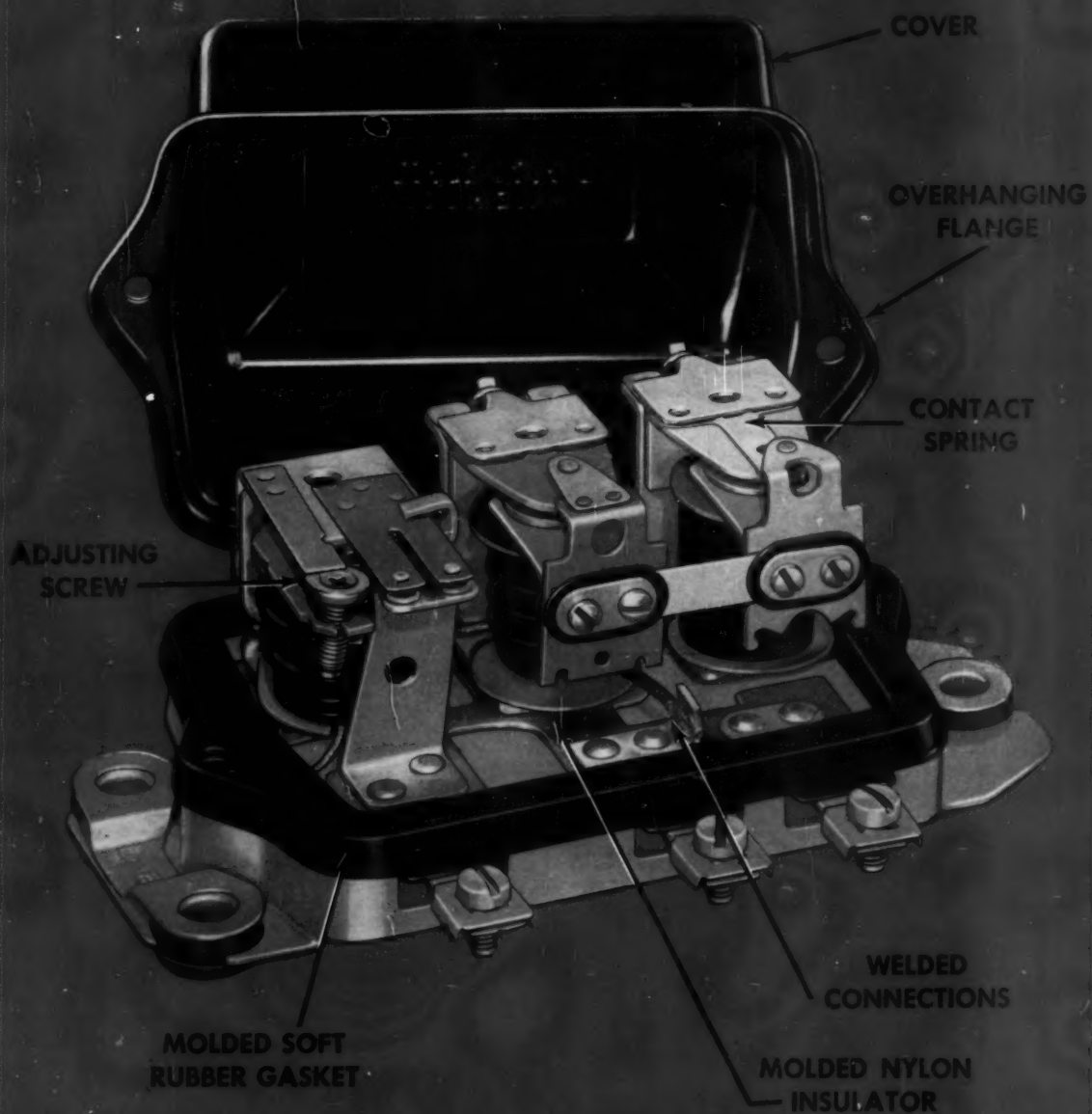
Special attention is being devoted to the ladies of the association by way of special visits to broadcasting stations, Disneyland, Marineland and other famous points in Southern California.

Committee members and their activities include: Henry Sorenson, Long Beach, I.G.O. of California, Inc., president; Kenneth Noble, Los Angeles, convention secretary; Allen Brown, Pasadena, program chairman; Paul Grossman, Pasadena, (Continued on page 80)

Convention Chairman Eves



## PROGRESSIVE ENGINEERING MAKES THE DIFFERENCE



## **DELCO-REMY WATERPROOF STANDARD REGULATORS GIVE IMPROVED ALL-WEATHER PERFORMANCE**

Better electrical performance and greater dependability in any weather are important user benefits found in Delco-Remy's waterproof standard generator regulators, now available for general replacement use.

And here are the features that make them the *right* regulators for millions of Delco-Remy equipped cars and trucks.

- 1** New overhanging one-piece formed-steel cover and mating base shed road splash . . . convenient attaching screws are *outside* the enclosed area. Molded soft rubber gasket seals out harmful oil and water vapors.
- 2** Integral sleeves of molded nylon insulator form permanent seal around rivets—assure watertight base.
- 3** New, longer, more flexible armature contact spring on voltage regulator unit assures more positive closing of contact points for smoother operation.
- 4** Welded electrical connections, and highest quality tungsten and non-tarnishing precious metal contact points, assure minimum resistance, maximum durability.
- 5** Special fine thread screw-type controls allow easy, highly accurate adjustment of all three units.

Always replace with Delco-Remy waterproof regulators when you service Delco-Remy equipped cars and trucks. These improved regulators, built to highest quality standards by the original equipment manufacturer, are available from your car or truck dealer or the United Motors System.

DELCO-REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA



GENERAL MOTORS LEADS THE WAY—STARTING WITH

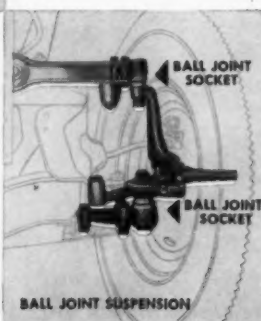
**Delco-Remy**  
ELECTRICAL SYSTEMS

## FORMULA FOR A SUCCESSFUL FRONT END BUSINESS



*Quality workmanship . . .*

*dependable* **TOLEDO STEEL** *parts . . . aggressive salesmanship*



Your investment in time and know-how is exactly the same, regardless of the quality of the parts you use. The only sure way to protect this investment is to use dependable quality parts . . . parts backed by experience and reputation . . . parts built to original equipment specifications. And that means—Toledo Steel parts!

Toledo Steel provides a complete line of engine, chassis and front end parts for all

makes and models of cars, trucks, buses, tractors. Strategically-located factory branches enable your Toledo Steel jobber to give immediate delivery on any part. Call your Toledo jobber today. Get the facts on quality, delivery, terms and profit.

*Or write*

### TOLEDO STEEL PRODUCTS

Cleveland 3,  
Ohio



### TOLEDO STEEL PRODUCTS

Division of Thompson Products, Inc.

6402 CEDAR AVENUE • CLEVELAND 3, OHIO

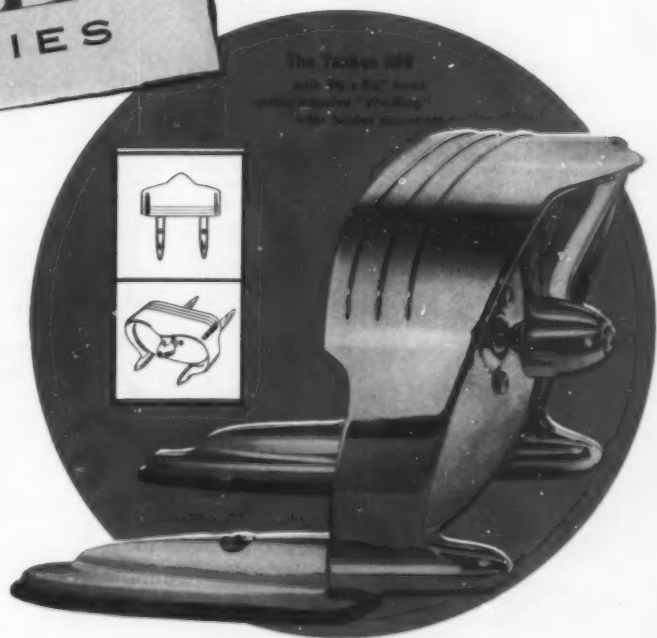


*Introducing...*

**the high note  
in side-vue  
mirror  
styling**



Yankee's magnificent new "Duet Series" captures the wide, low "sculptured in metal" styling that makes the 1958 Detroit cars the most beautiful ever. Fluid, massive lines . . . gleaming Blue-White Chrome plating . . . fully adjustable heads . . . "straddle-the-fender-bead" mounting . . . priced for the budget buyer (the #560) or for the motorist with a taste for luxury (the #566) . . . and they're Unconditionally Guaranteed by Yankee, the greatest name in safety accessories. Sell the Duet Series now! See your car dealer expeditor, warehouse distributor or jobber, or write Yankee Metal Products Corporation, Norwalk, Connecticut.



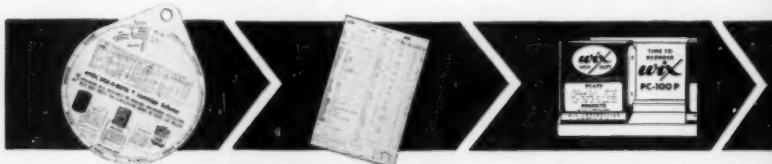
# wix<sup>®</sup>·O·MATIC

## Gives You EVERYTHING to Double Your Oil Filter Sales and Profits!

WIX-O-MATIC cuts waste, lost time and lost sales! It's backed-up by WIX ENGINEERED FILTRATION—Prescription Oil Filtration for every vehicle you service.

WIX-O-MATIC has the answers! How long do you take to identify the cartridge you need? WIX-O-MATIC CUTS THAT TIME IN HALF! How much time and money do you lose figuring a profitable installation charge? WIX-O-MATIC SAVES THAT TIME AND MONEY! How many sales do you lose because you don't have the cartridge you need? WIX-O-MATIC MAKES THESE SALES! What are your losses from obsolescence and unbalanced stock? WIX-O-MATIC KEEPS CARTRIDGE STOCKS BALANCED, CLEAN, AND PROFITABLE! And, with WIX-O-MATIC you select *your own Cartridge stock*.

You, too, can DOUBLE your Filter business the same as THOUSANDS of service stations, car dealers, garages, and repair shops across America! Ask your WIX Wholesaler for full particulars on today's top opportunity for *Guaranteed Profits in Filter Service!*



### wix DIAL-O-MATIC

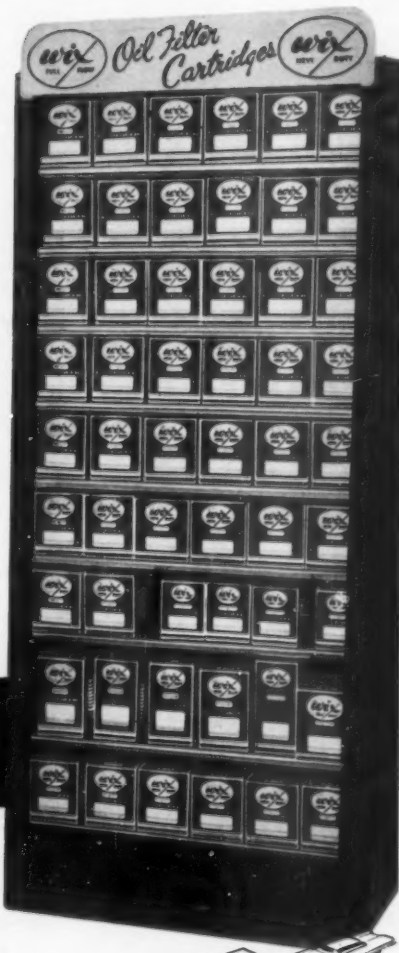
A turn of the dial instantly reveals the correct Cartridge for every car. A time-saver that prevents wasted effort and errors. Yours with WIX-O-MATIC!

### INSTALLATION CHARGE GUIDE

Indicates the list Price of every WIX Cartridge and suggests a fair flat rate charge for your installation service. Yours with WIX-O-MATIC!

### AUTOMATIC STOCK CONTROL

Every time you sell a Cartridge from your WIX-O-MATIC Merchandiser, a Stock Control Tab automatically signals the number you need to maintain stock.



## R<sub>x</sub> PRESCRIPTION FILTRATION

**wix  
WIX-KNIT**  
The premium WIX filtrant in the gold can prescribed for full-flow systems.

**wix  
SPIN-ON TYPE**  
Self-contained aluminum filter, now Original Equipment on leading cars.

**wix  
WIXITE**  
Famous HEVI-DUTY depth type filtrant prescribed for partial-flow systems.

**wix  
POROSITE**  
Exclusive WIX plated paper filtrant prescribed for full-flow systems.

**wix  
DRY TYPE  
AIR FILTERS**  
Feature POLYMER filtrant for maximum clean air flow. Replacements for modern cars.



**FREE**

Your choice of WIX-O-MATIC Floor Cabinet (illustrated above) or WIX-O-MATIC Wall Rack. Both types are of sturdy, all metal construction, complete with adjustable shelves and dividers to accommodate different height and width Cartridge boxes; plus inventory control tabs that immediately signal stock condition—automatically! And . . . **FREE GOODS** that more than repay your WIX-O-MATIC deposit.

**OIL FILTERS    AIR FILTERS**  
**AUTOMOTIVE • INDUSTRIAL • RAILROAD**  
**WIX CORPORATION • GASTONIA • N. C.**  
In Canada: Wix Accessories Corp. Ltd., Toronto



# MAKE QUICK, EASY, BIG PROFITS WASHING CARS--the WEAVER way!



**You're Ahead-  
THE WEAVER WAY**

## **WEAVER** AUTOMATIC OVERHEAD **CAR WASHER** automatic cycling increases the number of complete jobs per hour

Take advantage of the full profit possibilities that car washing service offers. It's easy with a Weaver Automatic-Overhead Car Washer. This super-efficient unit will greatly enlarge your washing capacity . . . give you double the profits possible as compared to old hand washing methods.

No costly installation is needed. No tracks, large inlet pipes, special drains, storage tanks, splash walls or curtains are needed. You merely anchor supporting chains overhead, connect water, and plug into electrical outlet.

The time-saving, profit producing results that others are getting--YOU can get. And best of all the Weaver Car Washer is reasonably priced.



### FINGER-TIP OPERATION

**1 TEMPERING CYCLE.** On flick of lever, "Spray Arch" automatically starts, moves length of car spraying it with clear water while front wheels are hand washed.

**2 DETERGENT CYCLE.** At end of "Tempering Cycle" the "Spray Arch" automatically reverses direction, sprays car with "Weaver-Gloss" Detergent and water as operator starts sponging at rear.

**3 SPONGING CYCLE.** To permit completion of hand sponging, the machine stops at end of "Detergent Cycle" for an adjustable interval which is pre-set to suit manpower available.

**4 RINSING CYCLE.** After "Sponging Cycle," unit automatically starts, delivers 4 clear water rinses, & automatically shuts off.

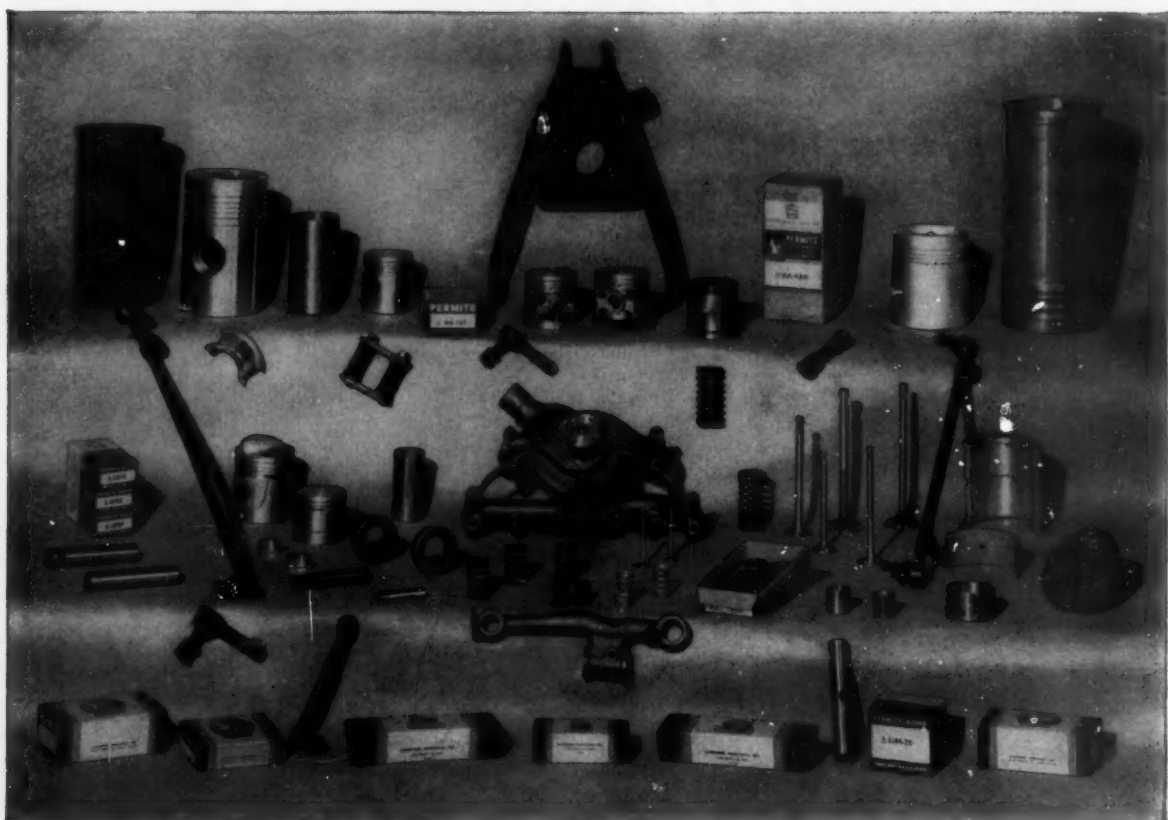
See your Weaver jobber or write us for Bulletin SAJ-170.

WEAVER MANUFACTURING CO., SPRINGFIELD, ILL., U.S.A.

## **SERVICE SHOP EQUIPMENT**

Complete Weaver line includes: Twin Post Lifts . . . Triple Post Lifts . . . Single Post Lifts . . . Free-Wheel and Frame Type Lifts . . . Unit Lifts . . . Bumper Lift . . . Car Washers . . . Wheel Alignment Equipment . . . Headlight Testers . . . Brake Testers . . . Wheel Balancing Equipment . . . Jacks . . . Wheel Dollies . . . and Air Compressors.





Valves  
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## **EVERY part is there in the PERMITE line**

Yes, with Permitem you have all needed parts in *one* line! The valves, the pistons, the pins, the bearings, the water pumps, the bolts, the suspension parts, the spring shackles . . . all the parts you need for engine or chassis overhaul are supplied in the complete Permitem Line of Original Equipment Parts.

And Permitem's greatly expanded production and service facilities in support of the Permitem nation-wide distribution system make Permitem Parts always AVAILABLE—when you want them—for all makes and models of cars, trucks, buses, tractors.

Just phone your nearby Permitem Distributor.



ALUMINUM INDUSTRIES INC., Cincinnati 11, Ohio  
 original equipment

**Permitem parts**  
 the complete engine and chassis line





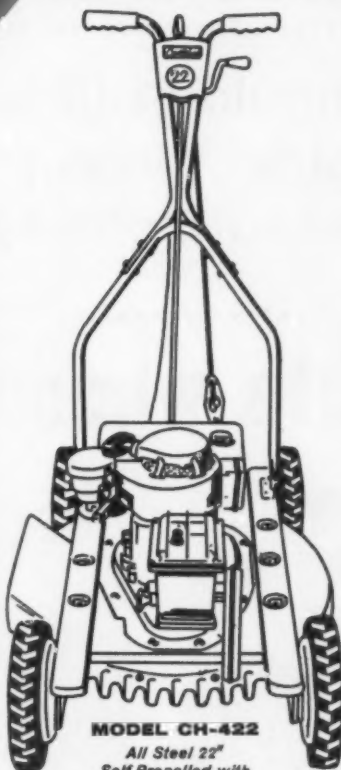
**MODEL CE-318**  
18" All Steel  
Trimmer Type  
Rotary



**MODEL CO-322**  
22" All Steel  
Trimmer  
Type Rotary



**MODEL CJ-324**  
24" All Steel  
Riding Rotary  
with 4 H.P.  
4 Cycle Gas  
Engine



**MODEL CH-422**  
All Steel 22"  
Self Propelled with  
2 Speed Transmission



**MODEL TD-170**  
24" Reel Type  
Riding Mower



**MODELS CA-118  
CS-520 CO-224**  
18"-20"-24"  
Self Propelled  
Reel Type



**MODEL RR-140**  
30" Reel Type  
Riding Mower

**In 1958...one line to sell  
every power mower prospect!**

# Certified

**SENSATIONAL NEW POWER ARM  
WITH ATTACHMENTS**



**MODEL PA-236**  
Power Arm



**MODEL PA-238**  
22" Rotary  
Mower Chassis



**MODEL PA-239**  
21" Rotary  
Tiller Chassis



**MODEL PA-241**  
9" Edger-  
Trimmer Chassis

Built to sell...stay sold and bring profit to the dealer... that's **CERTIFIED** for 1958. Here is a *complete* line of power mowers in both reel and rotary models... walking or riding to cinch every sale. Competitively priced to meet and beat competition and packed with quality. Sell **CERTIFIED** in 1958 and you too can make real profits.

.....  
**WRITE TODAY FOR THE COMPLETE  
CERTIFIED PROFIT LINE STORY**  
.....

**MANUFACTURED BY**  
**WESTERN TOOL & STAMPING CO.**  
*World's Largest Producer of Power Lawn Mowers*  
2725 SECOND AVENUE • DES MOINES 13, IOWA  
DEPT. SA-13

Are you still playing the



"Should I put in  
colder plugs for high-  
speed highway driving?"



## Why gamble when **POWER TIP**



**IN TOWN TRAFFIC . . .** Some spark plugs, designed for high speeds, become fouled and cause misfiring and loss of power when driven at low speeds.



**ON THE HIGHWAY . . .** Some spark plugs, designed for low speeds, misfire causing power loss and invite destructive pre-ignition when driven at high speeds. Why gamble when . . .

**Power Tip "Fires Up" at all speeds.** At low speeds, the projecting Power Tip is in the thick of combustion where it gets hot quicker and stays hot to burn fouling deposits away *clean*. At higher speeds, the projecting tip is in the path of the incoming air-fuel mixture where it stays cool to *check* power-robbing pre-ignition.

# AUTO-LITE<sup>®</sup>

Auto-Lite makes a complete line of spark plugs, including Standard, Resistor, Small-Engine, Transport, Aircraft, and Diesel-Starting.

## spark plug "guessing game"?



"Should I put in  
hotter plugs for low-  
speed city driving?"



## "fires up" engines\* at all speeds!

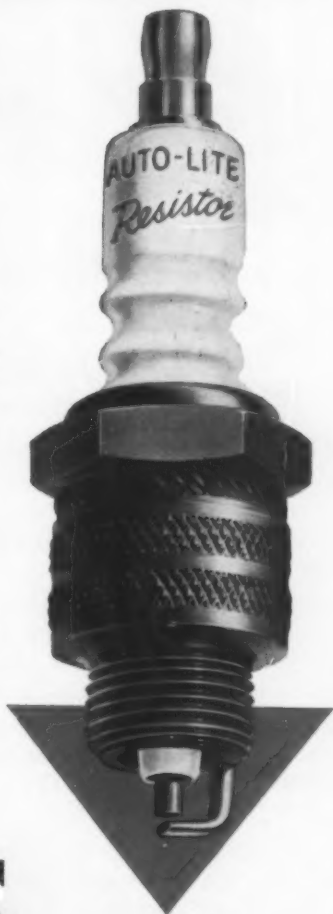


DEALERS ACROSS THE COUNTRY  
INSTALL POWER TIP TO BE SURE  
OF SATISFIED CUSTOMERS

Smart dealers know they can depend on Auto-Lite Power Tip to protect their most valuable asset . . . customer satisfaction. That's because Power Tip "fires up" today's overhead-valve engines at *all speeds*—and *keeps* them "fired up" in all kinds of driving. More and more dealers are *standardizing* on Power Tip for all overhead-valve engines because it takes the "guess-work" out of spark plug selection. The new, simplified wall chart shows the *one* Power Tip number that's *best* for each of America's 19 makes of passenger cars.

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ignition-engineered  
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**Wheel  
Alignment  
jobs up  
45 percent  
in past  
7 years**

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Step up profits now with your own wheel alignment set. Ask your Snap-on man for full details about this equipment and the Snap-on easy payment plan.

Only \$40.40 down and \$8.28  
per week puts this Snap-on  
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The Famous "400" Oil Ring  
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# Announcing the new air impact wrench

A  
name  
that  
means  
something

Molded Rubber Ring  
Protects Wrench

Perfect Balance  
for Ease of Operation

Convenient  
Wire Hanger

Left-Right  
Rotation Control

This trademark is  
your assurance of  
an efficient,  
long-lasting tool

Power  
Regulator

**IN POWER!** The new SIoux Air Impact Wrench packs a real punch! . . . with 90 pounds of pressure in 10 seconds Model 315 delivers 130 torque foot pounds; Model 317 delivers 185 torque foot pounds!

**IN EFFICIENCY!** The new SIoux Air Impact Wrench is capable of delivering 15% more torque from the same air pressure while consuming 30% less air. Its efficiency is truly remarkable.

**IN STAMINA!** SIoux Tools Last Longer! Powdered iron bearing surfaces on motor end plates assure extra durability and a close air seal. Substantial ball bearings contribute to a smooth, long life. Much of the friction of metal rubbing upon metal has been eliminated in this exclusive SIoux mechanical design. Fewer moving parts assure longer life.

**IN TORQUE CONTROL!** The SIoux power regulator permits running a series of nuts to the same degree of tightness. Power setting number five gives full power to blast loose and remove tight, rusted, and frozen nuts. Only a 180° turn is required to reduce power from setting five to setting one.

**IN VALUE!** The extra power, extra economy of the low air consumption, the extra assurance of long, trouble-free life which the SIoux name insures . . . these are the bonus values in the competitively priced, new SIoux Air Impact Wrench.



REDUCES NUT RUNNING TIME BY  
3/4 ON RADIATORS, MUFFLERS,  
WHEELS, HEAD BOLTS, SPRINGS,  
TRANSMISSIONS, REAR ENDS, ETC.  
INCREASES BILLABLE LABOR, PARTS  
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**ALBERTSON & CO., INC.**

SIoux CITY, IOWA • U. S. A.

ELECTRIC DRILLS • SANDERS • IMPACT WRENCHES • POLISHERS  
• PORTABLE SAWS • SCREW DRIVERS • FLEXIBLE SHAFTS  
• ABRASIVE DISCS • AIR IMPACT WRENCHES

## SPECIFICATIONS

Wrench Number	315	317
Cap. Bolt Size	3/4"	1 1/16"
Torque foot pounds at 120 pounds air pressure in 10 seconds	195	235
Length	7 1/4	7 1/4
Side to Center	1 1/4	1 1/4
Socket Drive	1/2 Sq.	3/4 Sq.
Average air consumption	3 1/2 Cu. Ft.	3 1/2 Cu. Ft.
Net Weight (tool only)	5 1/2 lbs.	5 1/2 lbs.

# FAST CHARGE

the *EASY* way!



Fast charging is really easy with this new Model EX400C Exide FAST CHARGER. All you do is connect the battery, set the timer, and push a button for the charging rate desired.

LIMITED TIME OFFER: **\$109.95**

**PUSH BUTTON CONTROL**—Easy to operate—Selects high, medium or low charging rate.

**POWERFUL**—Charges 6 v. batteries at 100 amps—charges 12 v. batteries at 50 amps.

**SILICON RECTIFIER**—New, more efficient, lasts longer—sealed for complete protection.

**ELECTRIC TIMER**—Accurate electric motor driven clock controls charging time.

**OVERLOAD PROTECTION**—Circuit breaker protects against overload and reverse battery connections.

**GUARANTEED**—Complete charger is guaranteed for one year . . . Silicon Rectifier for 5 years.

*If desired, you can buy these chargers without the Exide name.*



Handy Portable Model EX353B has same features, charging capacity, and guarantee as above. Dimensions: 11½" x 10½" x 10½". Weighs only 37 lbs.

LIMITED TIME OFFER:  
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**GET COMPLETE DETAILS**

**CALL YOUR EXIDE DISTRIBUTOR TODAY!**



**SILICON RECTIFIER**

**Guaranteed  
Unconditionally  
5 YEARS**

(FREE REPLACEMENT)

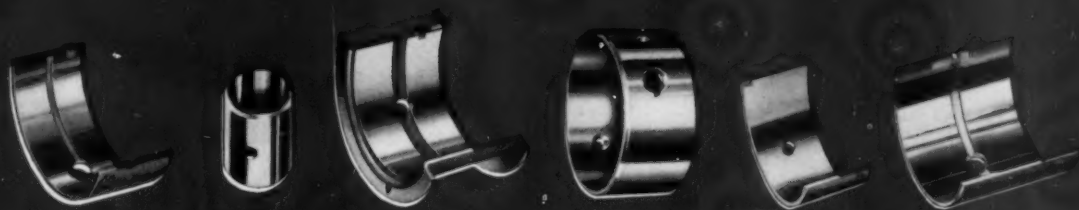
Used in both models shown here, the Silicon Rectifier eliminates the major causes of fast charger failures. Smaller, more efficient, more rugged—lasts longer. Heavy metal housing protects against damage from dirt, moisture or acid fumes.

**Exide AUTOMOTIVE DIVISION**  
P. O. Box 6266 Cleveland 1, Ohio

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different sizes and types  
of engine bearings



the COMPLETE line . . . the QUALITY line for every replacement job

PLUS piston pin bushings, shims, nuts and bolts and reconditioned and rebabbitted connecting rod service! No matter what type of engine you are working on, you know you can always get the right size or under-size replacement bearings in the black and

red Federal-Mogul box—and get them fast from your Federal-Mogul Jobber. That's why most mechanics prefer Federal-Mogul for replacement bearings . . . and they're as close as your phone . . . call your Federal-Mogul Jobber!

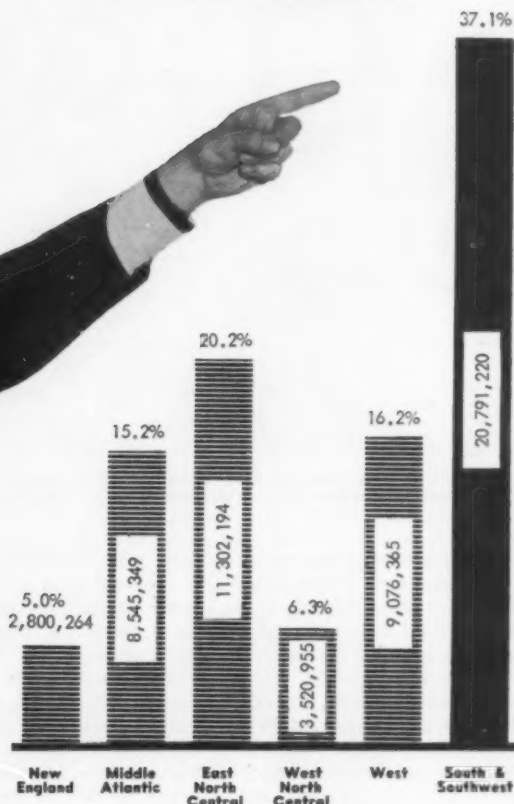




**Gasoline Consumption in South-Southwest**  
(in thousands of gallons for 1956)



**By H. REDFERN HOLLINS**  
Director of Research and Promotion  
W. R. C. Smith Publishing Co.  
(Publishers of Southern Automotive Journal)



# The South's in High Gear *and going places!*

**Y**OUR future and the future of every other Southern automotive man is tightly bound up with the economic growth of the broad region stretching southward from Delaware, Maryland, Kentucky and Missouri to the Gulf of Mexico and the Rio Grande.

How good will that future be? This article attempts to throw some light on this question and to forecast conservatively the opportunities for Southern growth.

With population on the increase, incomes rising, industry booming

and trade thriving, the future of the South continues to look better and better than ever.

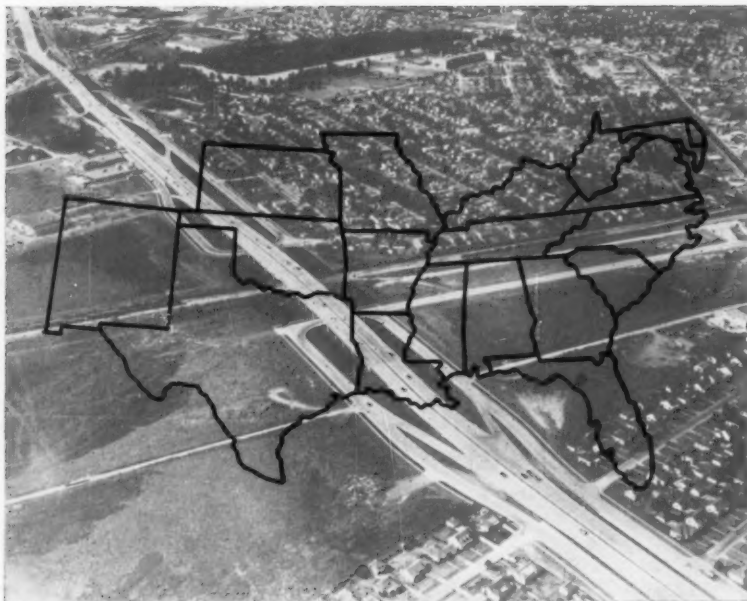
In 1866, almost a 100 years ago, "reconstruction" had a hollow sound—reconstruct what, with what, for what *and* why? Southern resources had been liquidated on a brave dream to save a state of things that could not be saved.

In the dreary days after the war the South seemed ruined forever. Few men had the foresight, or the faith in the future, to inspire them to the efforts needed to make the

South a going concern once again. Probably the most notable exception was Henry W. Grady of Atlanta, Ga., who drove himself and drove others to work for a future which he foresaw would be truly bright.

Now that the bright future is here, a living, throbbing reality, what lies ahead looks not just bright, but brilliant.

In the first few years after the war, growth was dreadfully slow. At times it halted and faltered. Yet little by little improvement was



"If the annual increase in sales and registrations is maintained, it seems likely that Southern automotive vehicles will exceed 30,000,000 by 1965."

noted until in 1939 the great region below the Mason and Dixon line stood on the threshold of the brightest era it had ever enjoyed.

Two months ago Benson Ford, Vice-President, Ford Motor Co., declared "We believe the growth of the South is just in its infancy and that for a long while to come it is destined to outdistance every other area of our country; and we are looking at the near future—not at the far-off and misty prospects. We believe that this whole postwar economy has been operating on the basis of underlying strengths, of fundamental growth influences that are only beginning to be felt."

Nineteen years ago agriculture still dominated Southern economy. Cotton, corn, peanuts and tobacco were the principal cash crops. The prices for these commodities decided if local business would be good or bad.

In 1940 Southern farm income stood at \$2,228,000,000. In 1954, the last full year for which census records are available, the figure had increased to \$8,502,300,000, and this amount was achieved with 690,170 fewer farms and 4½ million fewer people living on farms. The average annual rate of increase in farm income is \$448,164,300 and based on this figure, by 1965, a hundred years after Appomattox, Southern farm income should stand at more than \$13 billion.

This figure, remarkable though

it may be, is even more so when it is realized that it will come from fewer individual farms and fewer farm workers. The secret lies in the magic word "mechanization." The horse and the mule are gone for good. Tractors, combines and a hundred-and-one specialized machines will do the work, freeing thousands of people from the back-breaking toil in the field.

Here is an automotive opportunity for Southerners of the first magnitude. Alert dealers, garage owners, wholesalers and servicemen will see in this picture a whole new field of sales and service which they are preeminently suited to take over.

The flow from the farms has been one of the major factors in the population shifts that have been going on throughout the South since the beginning of World War II. Many of the unskilled workers from farms have gone to Detroit, Chicago, Buffalo, New York and other Northern industrial centers, but many others have been drawn to big Southern cities like Atlanta, Birmingham, Dallas, Houston, Nashville, New Orleans, Richmond and others which are bursting at the seams today.

In and around these cities, in the suburbs and in the satellite towns have grown up vast industrial complexes with new plants and service establishments of all sorts going into operation daily. In addition, many new plants of major

size and importance have been located in small towns and cities where they have readily absorbed surplus farm workers and others who had been indirectly dependent on farm income.

The extent of Southern industrialization is almost fantastic in its scope. Automotive manufacturers have been in the lead of the big national concerns which have opened branch plants in the South. An outstanding example is the great Ford glass plant at Nashville, Tenn. (yet a small portion of the \$400 millions spent by Ford alone in the Southland since World War II).

Other automotive manufacturing units in being or planned include the 1,300,000-square-foot Chrysler Corp. plant in St. Louis, Mo., recently announced by Vice-President W. C. Newberg.

#### The South's Expanding Heart

In discussing selection of the site, Newberg said that the city was "close to the heart of a rapidly expanding automobile market in the South-Central and Southwest areas of the United States."

He pointed out that the St. Louis area offered a number of economic advantages, especially in regard to transportation costs, and will enable the corporation to provide faster delivery service to its 1,400 dealers in that multi-state market area.

"We at Chrysler regard this as an extremely important move," he said. "It is part of our long-range move to strengthen Chrysler Corp.'s competitive position in the automobile industry. It reflects our firm belief in the underlying strength of the national economy and in the prospects which lie ahead for continued growth in the industry."

"More particularly, our St. Louis plans indicate our confidence in the future growth of the South-Central and Southwestern area of the country which this new plant will serve."

General Motors Corp. has been active, too, with such projects as the tremendous Buick, Oldsmobile, Pontiac assembly plant close to Atlanta, Ga., and plans to approximately double the Atlanta Chevrolet plant by adding 385,000 square feet of factory space.

Independent automotive manufacturers have also been on a Southern building spree, the most recently announced plant being the 70,000-square-foot storage battery

## Introducing the Author . . .

H. Redfern Hollins, a native of New York, moved South more than eight years ago to take up his present position. Since then he has studied the Southern economy in great detail and has formed many optimistic opinions about the future of the region.

He was largely educated in European private schools, later attending New York University. His career includes service with several nationally known multi-million-dollar industrial corporations and a large international publishing company.

He has taught advertising and related subjects at Emory University, Georgia State College of Business Administration and Oglethorpe University. He has also lectured on public relations and market research at Georgia Institute of Technology.

He is vice-president of the Atlanta chapter of the American Marketing Association, past president of the Atlanta Advertising Club and a member of the National Industrial Advertisers Association.

plant to be erected by Globe-Union, Inc., at Tampa, Fla.

Among the other industrial giants which have built heavily in the South is the General Electric Co. Its record of 22 new plants, representing an investment in excess of \$300,000,000, is hard to beat. These plants employ 38,000 workers with an annual payroll of \$173,000,000. Examples of the plants include a \$25,000,000 unit in Rome, Ga., producing transformers; a vast appliance center in Louisville, Ky., valued at \$150,000,000, and an air-conditioning equipment plant in Tyler, Texas, which cost \$20,000,000 to build.

Heavy industry represented by the plants already mentioned always seems spectacular and fires the imagination with thoughts of great machines moving with ponderous precision to fabricate still more machines. But lighter forms of industry play tremendous parts in creating employment, wealth and comfort. Among these are textiles, food and chemicals.

Abundant raw materials, skilled labor and growing markets have irresistibly drawn textile manufacturing Southward, largely at the expense of New England, and today the South accounts for 80% of all U. S. textile manufacturing. This basic industry keeps pace with population growth and will steadily increase and diversify its output year by year.

Food canning, freezing, condensing and processing goes on in more than 12,000 Southern plants and constitutes a \$9 billion business. It will make continuing demands on Southern agriculture for diversified products and in the next 20 years will probably double

in size.

In the past four years chemical production in the South has jumped over 100%, with a present annual volume of \$6 billion. This is almost a third of the U. S. total. By 1965, if the increase continues as expected, one half of all U. S. chemical production will be in the Southern states, and ten years after that it will equal 60%. Even today it takes an investment of nearly \$30,000 in chemical plant and equipment per worker and this is double the average amount required by industry in general.

### A Long List of Growth

It would be out of place to list all the other plants of major size and large-scale additions to other plants that have gone up in the South during recent years, but they produce aluminum, boilers, chemicals, flooring, shoes, paper, silicons, roofing, food products and many other items. In the aggregate these new plants and additions average a multi-million-dollar unit every working day in the year.

These examples are just a tiny taste of the multi-million-dollar growth in Southern industry since 1939.

Where will it go from here?

No one can tell, but it seems safe to assume that by 1975 the South will be producing 35% of all U. S. manufactured goods.

Industrial plants and service plants of whatever nature require great gulps of power to keep operating. Today that power is largely electrical. Some of it is generated by water, some by steam and some by diesel engines. Fortunately the South has an abundance of these fuels and of the water power

used in place of fuel. Coal and oil are found in a number of states and water chiefly in the Appalachian area.

In 1955 the total generating capacity in the South was 190,836 million kilowatt hours, or just about 35% of the U. S. total. According to estimates based on figures of the Edison Electric Institute, the gain in U. S. generating capacity in the next five years will be 361,173 million kwh, and of this increase 50.4%, or 182,058 million kwh, will be in the South. This fact is perhaps the most striking and most easily understood of all facts relating to the area growth. It cuts across all lines of business and industry and goes into the homes of millions of people who are the producers and consumers of American wealth.

Throughout the South these people have fared remarkably well in the orderly revolution which has hit the economy since 1939. All gains in industry, trade and commerce are dependent on people . . . people to do the work and people to enjoy the benefits.

At the beginning of World War II there were 41,665,801 people in the Southern states. According to current estimates of the Atlanta Field Office, U. S. Department of Commerce, these same states now have a population of 51,725,000. This indicates a gain of over 10 million persons which came partly from increases in the birth rate and partly from an influx of people from other parts of the country . . . such as mill workers who followed operations that moved southward from New England, aircraft workers who came eastward

(Continued on page 78)





# Rambler American: Dollar-Minded

**A** NEW entry in the U. S. automobile market, the Rambler American, designed to combine the economy and handling ease of the small European cars with the performance, comfort and roominess of the large American cars, was announced this month by American Motors Corp.

The five-passenger, two-door sedan, which reportedly will have the lowest advertised-delivered price of any automobile built in the U. S., will go on sale at Rambler dealerships across the nation Jan. 30.

Nearly three feet shorter than the average American car but reputedly with space-per-passenger equal to the largest low-price cars, the American got its first public showing at the Chicago Auto Show earlier this month.

"The Rambler American actually is a car in answer to a demand," according to Roy Abernethy, vice-president of automotive distribution and marketing of American Motors. "Both the motoring public, fleet operators and our dealers urged us to again offer a car with a wheelbase of 100", as we did until 1955. The market for this size of car has reached a point where the American 'had' to be brought out."

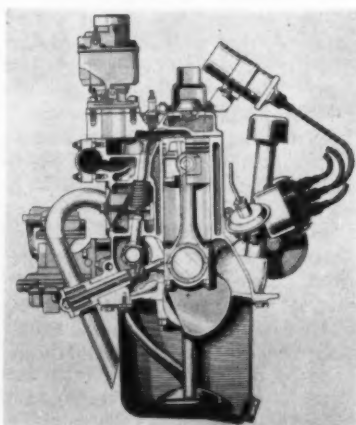
The American, Abernethy said, makes a perfect addition to American Motors' line of compact and small cars — the 108" wheelbase Rambler Six and Rambler Rebel V-8, the 117" wheelbase Ambassador V-8, and the imported Metro-

politan, which has a wheelbase of 85".

As an aid to economy of operation for "do-it-yourself" fans, an owner's handbook showing how to make minor repairs and adjustments will be provided.

The new model is powered by a six-cylinder L-head engine developing 90hp. With overdrive and favorable driving conditions, it can obtain up to 35 miles per gallon with regular grade gasoline, Abernethy said. A three-speed manual transmission is standard.

The Rambler American is powered by a six-cylinder L-head engine developing 90hp. It has a compression ratio of eight to one and a piston displacement of 195.6 cubic inches. Bore and stroke measurements are 3 1/4" by 4 1/4". It is equipped with a single-barrel carburetor.



The Rambler American also claims to be the world's only small car available with an automatic transmission. With the Borg-Warner Flash-O-Matic, internal transmission shifting is automatically governed by an engine vacuum control system — rather than a mechanical linkage — which more accurately senses engine-load and car-speed requirements. Service problems are minimized, since mechanical adjustments are not required.

Designed to take advantage of the trend toward compact and small economy cars, the Rambler American is less than 15' long, compared with an average of 17 3/4' for other U. S. cars for 1958. Turning diameter of the new model is 36', compared with the average of 42 1/4' for other 1958 cars. This makes the American the most maneuverable and easy-to-park automobile built in this country, Abernethy said. Average wheelbase length of other 1958 cars is 121 1/2".

The new model is 57 1/4" high and 73" wide. Shipping weight is approximately 2,500 pounds.

The American offers 58" of front-seat hiproom and 45 1/4" of rear-seat hiproom. Legroom dimensions are 44" in the front and 37 1/2" in the rear. This provides more than adequate and comfortable room for five passengers, Abernethy said.

The American boasts such American Motors features as reclining seats, all-welded single-unit con-

(Continued on page 62)



# The Outlook Omits Crape in 1958!

**A "reasonably favorable economic" climate looms ahead for car sales, says this finance executive. He analyzes the prospect here at the specific request of the editors.**



**By ROBERT L. OARE**  
Chairman of the Board  
Associates Investment Co.  
South Bend, Ind.

**T**HE automotive industry should be operating in a reasonably favorable economic environment for 1958 as a whole. Although it appears the rate of economic ascent is moderating and that the economy of our country might well move sideways during the first half of 1958, general business activity should plateau at a record level for the year.

Disposable personal income, according to the Department of Commerce statistics, has risen in each of the first three quarters this past year and it would appear that for the entire year 1957 may well have reached a seasonally adjusted annual rate of \$301 billion as compared with the \$287.2 billion in 1956.

The amount of disposable personal income is expected to reach a new high level in this country in 1958.

With such conditions prevailing, the prospects for automobile sales in 1958 appear quite good. Although it seems that production may not exceed the 1957 figure, domestic sales or new-car registrations should be very close to a 6.0 to 6.2 million level. The ability to maintain such a high level of sales this year may seem overly optimistic; however, there are two factors which strongly support this contention.

The potential replacement demand and the continued growth in the car population would appear to justify registrations of 6.0 to 6.2 million new cars in the United States.

Replacement demand will con-

tinue to be the more significant element in the new-car market and is dependent upon the average age at which cars are scrapped and the number of what might be termed "over-age" vehicles on the road.

About 16 million automobiles, or approximately 30% of all cars on the roads and highways of the nation today, are more than seven years old. For the past decade, an annual average of seven per cent of the total automobile population does not return to the registration rolls. Accordingly, it is reasonable to expect replacement sales in the neighborhood of 3.8 million cars in 1958.

Based on the experience of the past few years, it appears we can presume that growth sales of new cars should provide the remaining 2.2 to 2.4 million customers for next year.

The strength in growth sales comes from a number of sources which can again be expected to supply a good demand in 1958. The principal source that we can look to for new-car sales is the formation of new household units. Related to new-household developments is the trend to suburban and country areas where the family car for both working and living conditions has become a necessity in the American way of life.

Then, too, net additions to pas-

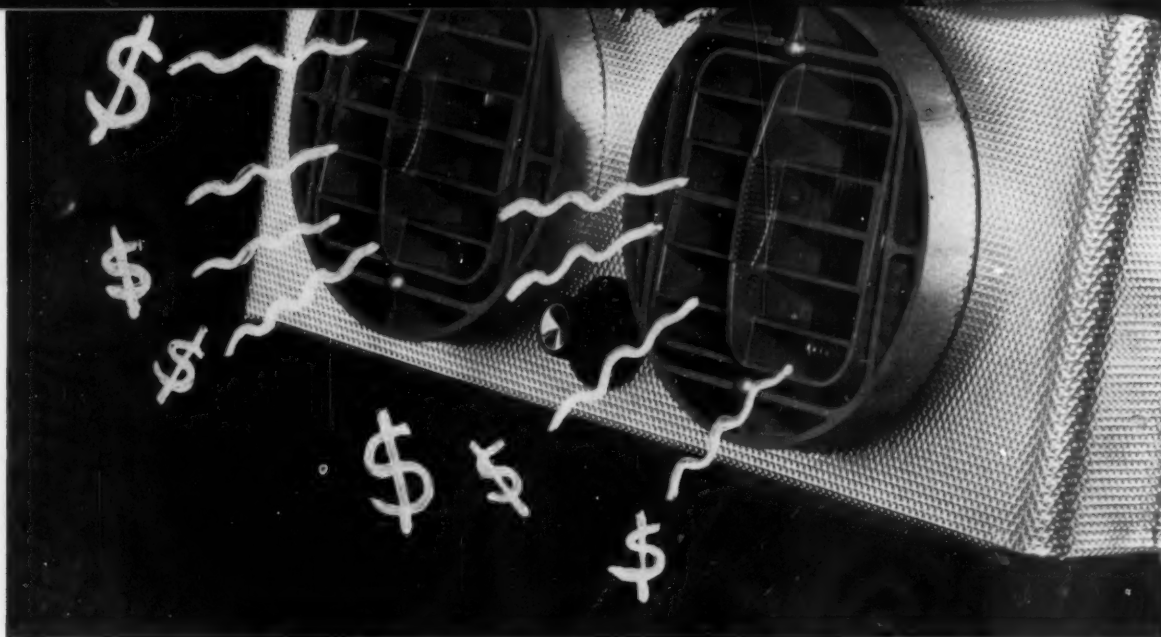
senger cars in use will result from sales to existing households and to new drivers without an automobile, as well as to business and government agencies.

There has also been an upward trend in multi-car ownership. As our nation's standard of living continues to improve, an increasing number of families will have the financial means to purchase and maintain more than one automobile. It is estimated that in 1948 fewer than five per cent of car-owning families possessed more than one car; however, in 1956, 14% of the car-owning population were in the category of multiple-car families.

In recent years, automobile sales have been supported by a relaxation in installment credit terms on the part of all lending agencies. Starting in 1954 but extending quite rapidly in 1955, terms rose from a previous standard of 24 months to 30 months and in many areas a 36-month term is considered standard today.

This liberalization of terms was a material factor in pushing sales in 1955 to a record high volume. Many buyers in that period will again return to the market in 1958 as a result of the termination of their debt.

It would seem unlikely, however, that any further deterioration of credit terms will take place as financing agencies are showing a great reluctance toward any such trend. As a result, the industry should not expect to sell more cars in 1958 through the lengthening of credit terms.



## Air-Conditioning Business for '58:

# It's Going to Blow Hotter

By Baron Creager  
Southwestern Editor

**A**LTHOUGH weather conditions applied light brake pressure to total sales of automotive air conditioners in some territories during the selling season of 1957, there were few complaints from manufacturers, distributors or dealers.

It wasn't that sales were down. They simply didn't climb as they would have climbed with typical Southern summer weather. And the season was chopped off somewhat short by early autumn.

One independent garageman, about whom there will be more facts and figures later, was highly pleased with his air-conditioning business for 1957.

He did more service business than he did in '56, but sold the same number of units — 85. He closed the season with a clean net profit of slightly more than \$6,000 for the season — April, May, June, July and half of August. That was his profit after deducting shop installation costs of \$30 per unit and local newspaper and radio advertising costs of approximately \$18 per unit.

His season ended early and abruptly, about Aug. 15, and although this circumstance appears to have

been general throughout the South, nobody seemed to be any worse off than the independent cited. Obviously, he didn't suffer.

With dependable figures unavailable on total air-conditioner sales throughout the South and Southwest, it may be amiss to say the industry made little if any gain last season. Certain it is that air conditioning got a firmer "acceptance" grip on the comfort-minded summer drivers. It is equally certain that genuinely unusual weather alone prevented this young giant of the aftermarket — air conditioning — from asserting himself in advances as expected.

Summer of 1957 was relatively cool in the South and Southwest. As expected, temperatures got into the 100° area frequently. Big difference last summer was that the mercury didn't hang on for weeks at a time at 100 and above. Even so, there were, as usual, areas as dry and hot as "normal," to which factory production could be shifted.

Again it is permissible to la-

ment the absence of accurate production figures for this industry. Notwithstanding this deficiency, it is certain that: All regional manufacturers with efficient, dependable, bugless dash or trunk units for the aftermarket disposed of 1957 production. That statement results from a SOUTHERN AUTOMOTIVE JOURNAL verbal survey, which accepted manufacturers' representations at face value.

However that may be, any device that produces \$6,000 additional profit for a small, independent garageman is the hottest, big-ticket item in the Southern automotive aftermarket. The hotter the weather the hotter this item, but it can and will be hot, even with another "sub-normal" summer.

Automotive air conditioning is well out of the experimental stage; for constant summer travelers it is already a necessity. The public is now sold, demand is certain to climb. And once a car owner has had air conditioning, he won't be without it — if he intends to keep the wife happy. So repeat buyers will be permanent in this market.

January is the month when the thoughts of manufacturers, distributors and dealers turn natur-

ally to the selling season ahead. And for those already in or considering this market at the dealer level, it may be helpful to review, in detail, experiences of the independent garageman mentioned.

He is J. O. Day, who operates a modest independent garage — The Auto Clinic — housed by a quonset-type building on the Arkansas side of Texarkana. The garage fronts on the main East and West thoroughfare, which carries two U. S. highways — 67 and 82. However, the somewhat dull, unspectacular building sits well back from the street and identification with air conditioning is accomplished by signs posted near the street.

This year Day is preparing for bigger air-conditioning business. Early in the fall he opened a serv-

***Your own eyes showed you last summer how the market was expanding and it can be assumed the trend will remain upward when the season opens. Here's a garageman's experience in this profitable field.***

ice station on the same highways, but half a mile nearer the center of Texarkana. He expects to do air-conditioning installation and service at both locations, rotating help as needed. But facts related here are on the basis of the garage operation only.

Day sells a Texas-made unit that cost him \$205, installed for \$325. (He is distributor, too, for Texarkana, made no special effort at redistribution last year, will accelerate this activity in 1958.)

He allows \$30 to mechanics for installation in his shop, but if the unit is not sold by him, installation charge is \$50.

Why the \$18 per unit previously mentioned as advertising cost?

"The way I looked at it," says Day, "if I can sell five units without advertising, then I can sell ten with advertising. So at the rate of \$228 per month from April through August, I advertised in the Texarkana newspaper, using an ad two columns wide by four inches deep. Then I spent an additional \$75 a month on radio advertising. Add that together and divide by 85 units I sold and you get about \$18.

"Advertising has certainly paid



**You see here the tools and equipment used in air-conditioning service at The Auto Clinic, Texarkana, Ark., where a net profit of \$6,000 was reaped from this department last year. This display includes only \$500 worth of special tools and equipment, the remainder being standard shop items. Note that everything is portable. Shown are (l. to r.): Mechanics Harrold Nelson, Lee Proctor, Knox Morse and Owner Day.**

off for me. I really believe my advertising doubled my sales of air conditioners for the '57 season. However, I made a slight mistake and spent more than I should have spent. Used advertising right on through August, but by August 15 sales came to a dead stop and that was the end. I could have saved some of that money. You have to watch the weather closely near the end of the season and make some cagey guesses.

"In 1955, without advertising, I sold only 15 units. In 1956, with advertising, my sales went up to 85 and that is the reason I'm sold on advertising."

During the '57 season, Day got other, free advertising that may not be made available this year. Along the heavily-traveled highway through Texarkana there are at least two score service stations. Transients inquiring for air-conditioning service were readily referred to Day's garage. But, now that he operates a competing service station, he doesn't know that he will get the same type of assistance along "service station boulevard."

Day also believes that the independent garageman in the air-conditioning business enjoys a big advantage over the new-car dealer, at least in the service field. He explains:

"We can assume that a traveler has been unable to get service from

the dealer selling that make of car. Perhaps this is because of crowded shop conditions, or some difficulty the dealer is unable to overcome. Travelers are always in a hurry, want quick service and hesitate to take the car to a competitive dealer. The same reasons influence local car owners.

"So the independent has an excellent opportunity to get service volume on all makes of air conditioners. This is especially helpful where the cars are locally owned, for service means contacts and the possibility of a future sale."

With three, specially-trained mechanics in addition to himself, Day's service volume — with parts and labor sales about even — averaged \$1,000 to \$1,200 monthly in May, June and July and tapered off in August. In season the parts inventory averages \$6,000 to \$8,000, but this includes two or three dozen complete units. Actual parts inventory is \$750. Yet it is convenient to have a number of units on hand for service purposes, since these can be robbed of key parts, which can then be ordered for replacement.

His investment in special tools and equipment for air-conditioning service amounts to \$500. Day says a garage must be equipped with pressure gauges, vacuum pump, small welding rig, tubing benders and cutters, hole saws and angle-

(Continued on page 62)



# Mechanics Here Are Mobile

*and turn out work speedier than a stall-confined shop force*

By Sid Wrightsman, Jr.  
Associate Editor

**F**IFTEEN roving men, with rolling tool benches in tow, are turning out work from 20 to 30% faster in Atlanta Ford Dealer Russ Bramblet's service department than a similar number of mechanics might do in an orthodox setup, where each man is confined to a permanently-assigned stall.

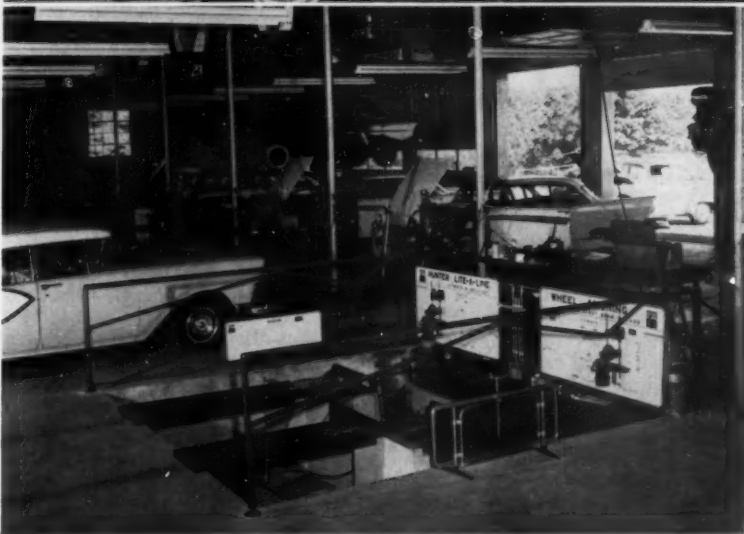
That's the unshakable conviction of Art Houston, Bramblet's veteran service manager. He maintains that his mobile mechanic plan, besides speeding up service, is piling up profits by making the rush maintenance and repair jobs more quickly accessible to mechanics, by permanently eliminating all traffic congestion ordinarily associated with the service customer drive-in area, and by affording a system which lends itself to rapid clearance and easy clean-up. The latter benefit, he admits, is a purely aesthetic consideration, yet vital in today's competitive battle among dealers for repeat service trade.

Conversion from orthodox to unusual frequently presents knotty problems. Not so in Houston's case, however.

Commented he:

"I was privileged to take over this brand-new installation a few months ago; and, therefore, I was not confronted with the job of re-vamping a *status quo*. Thus, our job was comparatively simple after we had once lined up a permanent crew of mechanics willing to work our way."

In this case, the company's way was predominantly dictated by its unique physical layout, a new approach in functional design. Major operations are housed in a virtual T-shaped brick and concrete building. The offices, display room and parts department comprise the "T" cross-bar, while the "T" stem is devoted entirely to the service department. (Bramblet's paint and body shop, on the other hand, is in a building of its own, at a distance from the main T-shape headquarters.)



The mobile mechanic plan at Russ Bramblet Ford in Atlanta pulls in profits by making maintenance and repair jobs more quickly accessible to the linemen. Top: This mechanic tackles a brake adjustment in one work stall while awaiting delivery of a special part for the foreign car on which he has been working in the adjoining stall. Above: The service department is composed of 16 spacious working stalls—eight on either side—each with its own overhead-door-equipped entrance to driveways.

The "T" stem essentially was halved down the center to create 16 spacious stalls—eight on either side—each with its separate outside entrance, equipped with electrically-operated overhead door and approachable from extensive

concrete parking ramps encircling the building.

"You can see why rush periods don't trouble us," Houston said, "since incoming cars can be quickly routed from outside into any of

(Continued on page 74)



# How We Kick Up Shop Volume

**S**URVEYS made by NADA and other organizations interested in shop operations have consistently disclosed great inefficiency in most shops and a sad lack of sales effort on the part of most shop people surveyed. They were missing in their desire or effort to sell the "needed services."

Can this failing be corrected?

Can selling really accomplish anything in a shop?

Sure it can, and I want to tell you about ways and means to do a "Spot selling" job in your shop. And I'm telling you about things we have proven in my own shop in Atlanta, Ga. I know they work because in the 15 years since I've operated this dealership, our customer labor volume has increased from an average of \$5,000 per month to an average of almost \$40,000, or eight times as much! That didn't just happen!

How can you start? First by training all service personnel to sell what is needed on each car that comes in your place. Teach them, all of them, to find out what is needed through "Visual Inspection," commonly known in Atlanta as "Spotting."

Everyone who comes in contact with the car can "Spot" items which are giving or will give trouble. This "Spotting" should begin with the person who greets the customer and writes up the repair order. In my shop we call them service advisors and I have eight of them. In a small shop it would be the shop foreman. He should begin his inspection by looking at



**By JOHN H. LANDER**  
President, Lander Motors, Inc.  
(Dodge-Plymouth)  
Atlanta, Ga.

Excerpts from an address prepared for delivery before the 41st annual convention of the National Automobile Dealers Association at Miami Beach earlier this month. For a generation and a half John H. Lander has been an executive in the automobile finance or franchised car dealer world. He is an ex-president of the Georgia Automobile Dealers Association and the Atlanta Automobile Association. His firm ranks among the top ten, in size, in the Dodge family.

the "doorjamb" sticker and speedometer to determine the opportunity to sell various "lube" operations.

Then he gives it the "walk around" inspection, with the owner when possible. He will check for worn tires, steering misalignment, bent sheet metal, chipped paint and

other body troubles. He should quickly check under the hood, looking at belts, battery connections, air cleaner, ignition units, carburetor, etc.

Our lube men and all mechanics are interested in "Spotting" the car while it's in their stall because they get paid five per cent for any additional services sold that were not listed on the original repair order. We've made spotters out of all of them with this simple way of rewarding those who sell.

For example, on all brake adjustment jobs, when the speedometer reads 10,000 or more miles, our mechanic "pulls" a wheel for "Spotting." It's surprising how many such small jobs will turn into a \$50 to \$60 brake system overhaul. Recently that five per cent turned a foot brake adjustment on a heavy-duty truck into a complete kingpin and bushing job, complete steering overhaul, plus a clutch job amounting to over \$100! It takes just a little incentive to make a good "Spotter."

Our quick-service mechanic always manages to get the car in the air, even if it's only to replace a sealed beam unit. He likes to "spot" under for defective mufflers, tailpipes, brake hose, broken or slipped springs.

When necessary, our selling is picked up by the cashier, who is trained to talk like this: "We are sorry, Mr. Doe, that we could not reach you today, but this note on your repair order states that your car's master cylinder is leaking

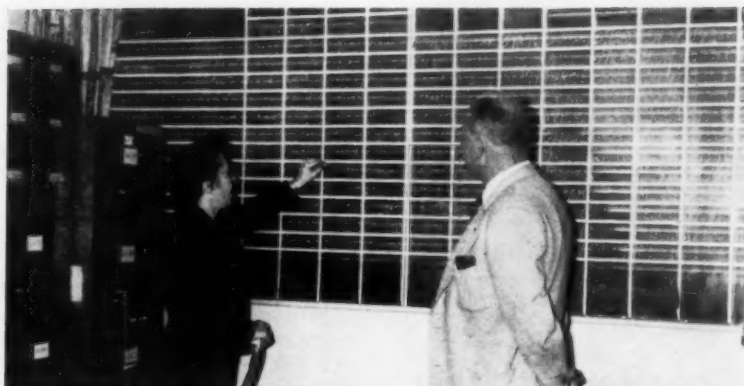
(Continued on page 72)

The Lander shop runs a block long.

Free lubes to new-car buyers spawn many other jobs.



# *An incentive plan among salesmen can* **Boost Those Trade-In Sales**



A car sale means valuable contest points for this salesman who watches lady bookkeeper chalk up a new score after his name on the blackboard.



While salesman, right, talks over a trade with a customer, Sales Manager Robert Watson carefully checks car, estimating cost of necessary repairs.

Watson reviews the firm's used-car lot three times weekly to discover which cars may not be moving and to increase their "selling" points.



By **ROBERT D. WATSON**

Sales Manager  
Benning Auto Sales, Inc.  
(Lincoln-Mercury)  
Washington, D. C.

**R**APID used-car turnover, a better-balanced stock and happy, hard-hitting salesmen.

Those were the immediate results of a \$1,100 award point system which we introduced last year as an incentive plan for our salesmen to keep new and used cars moving.

This point system has been so successful that we never have a 30-day-old car on our lot any more. The average car moves within two or three weeks. And where our former used-car stock at any one time was between 65 and 75 cars, it now averages under 48.

Furthermore, we can now offer the public a variety of cars to suit every taste and budget, and in better condition than before because we can afford to invest more into their reconditioning.

In other words, our profit per unit is considerably greater, and we are in a better position to take any trade on a car that comes in. Now, we are never overloaded with one particular model or make of car. Contrary to some dealers' belief, we maintain that there's money today in retailing used cars.

But let me explain our point system and how this has made our car trades more profitable.

A year ago this fall, we were striving for more car sales. We had paid our salesmen a flat amount on delivery of a new car, plus a certain percentage after car washout. Then along came this new plan which provides a monthly incentive bonus based on a point system on cars we wished to move.

Cars we were most eager to dispose of brought a higher number of points than others. We began by issuing a monthly list to our six salesmen, covering a specified 30-day contest period. In one par-

(Continued on page 63)

# SHOPPING for the SHOPPERS

By **RAYMOND C. MARKS**  
Owner, Seven Corners Shopping  
Center Auto Clinic  
Falls Church, Va.

**F**OUR months ago I gave up a 50,000-gallon gas station to set up a repair shop and superstation in a vast new shopping center.

Today I wouldn't swap my station for any in the entire metropolitan area. I don't believe a station exists that matches mine in genuine satisfaction and profit.

It's a great feeling to have watched its daily growth from the day I took over and built it from the ground up. Everything is growing and multiplying day by day. More and more old faces turn up, with new faces constantly to become acquainted with; parts business and customer labor keep getting bigger, with profit keeping pace.

Within 30 days after opening, we lubricated 396 cars, moved 585 gallons of oil and 20,000 gallons of gasoline. Since two out of three cars on the lube rack need more than a lubrication, and sales over lubrication average \$4.10, we cleared the first month with flying colors. Our second month shot ahead by 50%. We're going full steam forward.

I had a small gas station in Fairfax, with a neighborhood trade that I built to peak capacity within two years by doubling volume. When I hit top, I began looking for greener pastures. Like many neighborhood gas station owners, making a good living in the midst of keen competition, I knew I had gone about as far as I could go.

After completing rental agreements at the shopping center, computing cost of needed equipment and studying operating costs (including payroll) with what gross likely would be forthcoming in the first, second and third months, we set up this 4,800-square-foot

\*\*\*\*\*SINCLAIR\*\*\*\*\*  
FALLS CHURCH AUTO CLINIC  
FALLS CHURCH SHOPPING CENTER  
FALLS CHURCH, VA Phn: JE4-1770

30 August 1957

Dear Mr. Doyle:

About two years ago, I was discharged from the Navy, having served for over 10 years - the last 3 years of which were spent in the Pentagon. During the time since I was discharged, I have been operating a service station out in Fairfax. I have recently opened the New SINCLAIR station in the 7 Corners Shopping Center, however, and am writing this note in an effort to get as many of the Navy people out dealing with me as possible.

My new SINCLAIR station is one of the most modern in this part of the country and my mechanics are equipped to handle front end-alignment, wheel balancing, brake service, and major motor repairs. All of them are ex-NAVY men and it is understandable that we should show partiality to those who are associated with the Navy.

We could very conveniently service your car while you and Mrs. Doyle are shopping at the Center - an arrangement which I am sure would be satisfactory to all of us.

Please stop in to see us on your way out to Falls Church. Our station is in the opposite end of the building in which WESTERN AUTO is located, on the "Route 50" side of the Center.

Yours very truly,  
*Raymond C. Marks*  
RAYMOND C. MARKS

Mr. T. Doyle  
1003 Cofer Rd  
Falls Church, Va.

Station Owner Raymond C. Marks has not overlooked the importance of the personal letter in pulling in steady customers to his Falls Church, Va., shopping center location. Below, he greets a new inquirer at his pump island who was the recipient of the above letter, written, among others, by one of his ace mechanics who is a skilled typist. Note that the letter is geared to the recipient's personal interest to guarantee results.







Marks attributes the high morale of his crew of mechanics to the fact that, from the outset, he takes them into his confidence on all aspects of his business, so they know exactly what goes into a profitable operation. Above, left, he sees that every item

on the analyzer is checked while a mechanic is running tests under hood. When the mechanic shown above is not aligning front-ends, he may be found teaching the methods to an apprentice. All employees receive adequate basic pay and commission.

auto repair shop and gas station, with five double bays equipped to do front-end alignment, wheel balancing, complete engine tune-up and overhaul, brakes, car washing and lubrication.

We figured that if we could get only 1% of the shopping center's business (1,200 cars are parked on the lot daily), putting in a 14-hour day at a modest \$5 per hour, we should be able to make it. In any case, we were determined to give it a try with all the hard work, long hours, competent workmanship of which the entire crew was capable.

We discovered very soon that a shopping center service station must give fast service. It's the No. 1 requisite. The friendly, informal approach you give to the individual in a neighborhood station to win repeat business doesn't hold in a shopping center where you are striving for volume. Fast service, not personal attention, is your all-important criterion here. Once we got in here, the next job was to attract customers. The first week we blanketed 20,000 handbills over the parking lot and surrounding residential area.

Why the parking lot? Because when they looked up from the handbill, there we were, staring them right in the eye.

Fast service was our handbill theme. It recounted an actual experience of a man pulling in here

at 8 one morning and by 5 that evening receiving a complete valve job, waxing, greasing, oil change, front-end alignment and wheel balancing. The response to the handbill was terrific. Within 30 days we got almost 400 lubrications that we attribute solely to the handbill.

Every customer that came in we welcomed with a little tour around our shop. Equipment was explained, general repairs described (we do all minor and major repairs except paint and body work), and fast service was stressed. We promptly began setting up records on each customer's car as an index to future services he would need. We encouraged application for credit card to each driver coming in, and turned in 300 applications. We advertised by radio several times a day, emphasizing fast service.

Next, we tackled a direct-mail approach with personal letters. I composed the letter and addressed them to individual residents in the area, names I got out of the local directory and to service customers who had come to our opening day. I sent out 150 a week, describing our background and the kind of service we were capable of giving.

We vary the letter to individual interests where we can, and I sign the letter. I cannot get over how many people drop by to ask for me and talk about their car prob-

lems. Many have stated it was the first time they had ever received a personal note from a service station owner. They like the personal touch. The letters take one of our station attendants, a skilled typist, about two hours a day to put out.

We expect to continue a full promotion program. You have to, if you're going to build volume. Fortunately, we had a good foundation to build on as 70% of our old neighborhood trade from eight miles away followed us to our new location.

To meet the demands for fast service, I knew I had to have a crack crew. We brought our entire former force. Selected originally for their good personalities and mechanical abilities, they have grown in skill and experience. Our all-round training program under our front-end and engine mechanics has made each man invaluable. When an attendant is not busy in the driveway, he is receiving instruction and assisting a skilled mechanic.

The high morale of our crew is hard to find at the average station. I base it on the complete understanding there is between us about how a business operates. At sales and service meetings weekly I take them into my confidence and we go over operating costs, aspects of buying, selling, mark-

(Continued on page 76)



# Direct-Mail Triggered His Service Boom

By Beatrice Miller

USE of direct-mail advertising by Greenwood Esso Service Station in Arlington, Va., has upped annual over-all sales from 15 to 20%, regularly bringing Owner Luke Shepherd an ever-increasing number of satisfied customers.

Said he:

"It is difficult to determine how large a role direct-mail plays in increasing volume but there is no doubt it has figured in bringing us an annual gain of 15% to 20% in over-all sales.

"Take tires, for example: In May '57 we ran a tire sales volume of \$1,100 as compared with \$950 in '56; our May '57 sales volume for batteries of \$425 went over May '56 when it was \$385.

"We've had a direct-mail program for three years. I wouldn't be without it! It is a timely and educational program that furnishes just the right reminder to a customer to take care of those tires, put anti-freeze in, or check his battery. I find it much easier to sell a customer who has had a little educational reading placed before him. Furthermore, if our little reminder on car care did not turn up in a customer's mailbox about ten times a year, I'm pretty sure someone else would sell my customer that set of tires he's been putting off."

A mailing list of 1,500 names from among his customers is turned over to an advertising agency for timely reminders covering tires, oil changes, filters, batteries, spring and fall change-overs, anti-freeze and radiator checkup.

This direct-mail program is in addition to a daily mailing by Shepherd of some 20 follow-up postcards to service customers with cars due for lubrication and oil change.

"We feel that direct-mail more than pays off. I cannot estimate its actual effect on volume. But not a day passes when we do not get some comment, some expression of appreciation for the reminder or

the useful enclosure sometimes put in the mailing," he added.

Direct-mail issued from his office daily on lubrications and oil changes also helps bring in traffic  
(Continued on page 60)

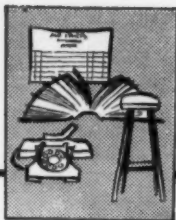


Claiming that he wouldn't be without his direct-mail advertising program, Station Owner Luke Shepherd hurries off his daily supply of 20 postal lubrication notices.



Shepherd says that the \$700-a-year direct-mail program is a small price for the good-will building job it does. Top: Lady customer, while gas-ing up, comments on a mail enclosure received from Shepherd. Below: Driver asks Shepherd about tires recently outlined in a mail stuffer.





## SOUTHERN JOBBERS and FACTORY MEN

# Field Troubleshooters Build Parts Volume

By Beatrice Miller

**T**HE surest way to increase parts volume is to know what the customer wants, be able to give him the right item, and bring your automotive knowhow to his doorstep when necessary, in order to make certain the item has been applied correctly."

So said William W. Briesmaster, Sr., president of Atlantic Auto Service, Inc., Washington, D. C., which registered a 46% gain in volume in 1957 over '56.

"This presupposes a good educational program for personnel who put their expert knowledge at the personal service of our garage, gas station and repair shop customers," he added.

Briesmaster illustrated what he meant:

A garage ordered a carburetor and shortly after delivery reported the part was not functioning properly. Sending out one of its three troubleshooters, Atlantic Auto Service learned that the real car trouble was actually very different from the analysis by the garage mechanic. The wrong part had been ordered.

"We go into the field to correct any trouble for which parts have been purchased," said this wholesaler. "By teaching the customer how to apply a part or explain its function, we are educating him to a better knowledge of the principles of the ignition, transmission or brake systems, and how to troubleshoot for repairs more effectively. We stay on to instruct when it is needed.

"In other words, we believe that by educating our customers to a more competent job, their own businesses will expand.

"By educating them we cut down on refunds and replacements by better than 50% through our follow-up service."

Briesmaster provided another illustration:

A customer of one of their customers bought a new car and within six months oil pressure was lost. The dealer shop studied the situation, took the car apart and gave the man a new oil pump. When the trouble was not corrected, camshaft bearings were replaced.

When the trouble persisted, one of Atlantic's key troubleshooters, W. W. Briesmaster Jr., vice-president, listened to the report over the telephone. Surmising the trouble to be either a broken spring in the oil pressure relief valve or a ball check that was stuck and not seating properly, he advised the mechanic to look under the ball check. When he did, a fine steel sliver was there. Once it was removed, the car ran perfectly.

Their 15 employees are all-round

Parts volume jumped 46% last year over 1956's total for this Washington, D. C., wholesaler, W. W. Briesmaster, Jr. (right), who's shown on a field troubleshooting call that's part of a program of making better mechanics of his customers so they in turn serve their trade better.





During his training period at Atlantic Auto Service a mechanic learns to be a machinist by handling a variety of jobs in the machine shop.

mechanics and machinists. Only applicants mechanically inclined with a knowledge of the automotive field gained through at least three years of experience are employed. During the six-month trial period when a new employee is under the supervision of Mr. Briesmaster, Jr., he is observed for his knowledge of mechanical parts of a car, operation, his approach to trouble, his ability and skill to repair.

During the trial period in the shop he works on ignition, transmission and brakes. However, he is used wherever he is needed. He may put parts away, he may arrange stock. Skill and ability to learn determine whether he stays on.

When he is placed behind the counter, he does his selling under the eye of the supervisor. He is permitted to inquire of customers what they want and to look up parts in the catalog, but he is carefully checked before any parts are sold.

During this period he may not spend all his time at the counter. He may be placed in the machine shop to turn drums, armatures, ream pins, grind valves.

"Behind the counter we impress on him that our policy is to sell the part that will correct the customer's trouble," said Briesmaster. "There is a tendency sometimes encountered in the industry to sell

parts whether they correct trouble or not. We stand back of every part we sell. Our follow-up service was designed primarily to make sure that the part we sold actually did correct the trouble. It is this personal assurance to the customer that builds sales."

Three troubleshooters, including the key man, Mr. Briesmaster, Jr., often make analyses by telephone after listening to a complete description of the behavior of a car. Within 30 minutes of a customer's call a mechanic will be sent with instructions to the customer's station or garage to carry out the repair. If no solution can be found by telephone, Briesmaster makes personal visit to correct the trouble.

Atlantic Auto Service makes emergency deliveries within 30 minutes on a five-mile radius. While there are four trucks with prescribed routes mornings and afternoons, an emergency delivery does not wait for a routine delivery that afternoon or the following morning.

"Spot deliveries are expensive. About one-fourth of our deliveries are spot deliveries, but they are very much worthwhile because it is further evidence of the personal service we are eager to give our customer," Briesmaster said.

To be available to the many service stations and garages it numbers among its customers, Atlantic Auto Service, Inc., is open

seven days a week from 8 a.m. to 10 p.m. and from 9 a.m. to 7 p.m. on holidays.

"Sometimes we run into a mechanic who does brake installations but does not understand the principles of a brake system.

"He may have difficulty with adjustments. We send one of our expert mechanics out to teach him, and he will stay as long as necessary to get instruction over," explained this wholesaler.

"We have witnessed other examples where a garage would have profited by instruction. We come across a purchase of a carburetor because it is reported the carburetor floods. Upon investigation we find dirt in the fuel system, and we install a filter.

"Or a mechanic reports generator trouble when it is the regulator that is really giving trouble. These are all cases where education is applied to good effect and personal service appreciated."

(More Jobber News on page 110)

J. Henry Parater (top) and Norman F. Wearne (bottom) have been named vice-president in charge of sales and vice-president and assistant general manager, respectively, of Phelps-Roberts Corp., Washington, D. C. President Bob Phelps announced. A native of the Washington area, Parater joined the company in 1926 and has been sales manager since 1949. Wearne joined the company in 1933 as a machinist.





Above: A good portion of the approximately 100 automotive folks who cruised posed for this shot. Left: Hosts at a pre-embarkation reception were United Motors Service's Bill Walters (far left) and Bruce Cameron of MacMillan & Cameron Co., Wilmington wholesalers.



## ALL AT SEA



Pulchritude and relaxation abounded on the convention cruise of the North Carolina Automotive Wholesalers Association from Wilmington, N. C., to Havana and Nassau last month in the M.S. Stockholm. At left: Mr. and Mrs. Bob Cameron of Wilmington and Mrs. Jesse F. Jones, Jr., wife of the association manager.

Center: Southeast Show President Frank G. McKenzie of Bluefield, W. Va., and Mrs. McKenzie and Bob Baker of Perfect Circle Corp., Atlanta. Right: NCAWA President L. T. White, Jr., of Raleigh and Jack O'Donnell of Lincoln Engineering, Indianapolis, Ind., and the ladies are shown quite hard at work.

Below, left: Factory executives aboard included E. W. Windsor of Sherwin-Williams, Cleveland, Ohio (shown with Mrs. Windsor). Center: E. L. Brown family

from Hickory, N. C. Right: Mr. and Mrs. Jesse F. Jones, Jr., and Mrs. Bob Nix, wife of NSPA's Southeastern manager. Rough seas "tilted" some cruises.







National associations were represented in the group aboard. At top left (in dinner jackets) are Raymond Glaser and J. P. Furpless of Automotive Electric Associates, Charlotte, and Carolina Rim & Wheel Co., Raleigh (who were hosts at a reception), with Mrs. Glaser and B. W. "Whit" Ruark, general manager of MEWA. At top right appear (clockwise from the left) Edward Gammie of Victor Gasket & Mfg. Co., Chicago, president of NSPA; Miss Mary Lou Wheatley and her father and mother, Mr. and Mrs. James A. Wheatley, Jr., of Grey-Rock Division (the former being junior vice-president of NSPA); Mr. and Mrs. J. L. "Jack" Wiggins, the former being executive vice-president of NSPA, and Mrs. Gammie. Messrs. Gammie and Wheatley were hosts at a reception one evening. At left above appear (l. to r.): A. Patrick Gannon of McCord Corp., Richmond, Va., Mr. and Mrs. H. H. Walston III of Wilson, N. C., Mr. (sitting on chair arm) and Mrs. L. T. White, Jr., of Raleigh and Byron K. Fletcher of Hastings Mfg. Co., Hastings, Mich. At right above appear (l. to r.): Mrs. John Brosnahan, N. A. Sippell of Sanford, N. C., Mrs. R. F. Ashworth, John Brosnahan of NAPA High Point Warehouse, Inc., Richmond, Va., Mrs. W. S. Mahoney and, at far right, W. S. Mahoney of Ramsey Corp., St. Louis, Mo.

J. Matthew "Hot Shot" Nelson of Holston Auto Supply, Kingsport, Tenn., took these pictures, except for the one at right above, as that is this well-known jobber and his wife, "Sweet Pea," as they dressed for the costume party. At right below you see two happy photographers, Danny Davis and Irving Chafetz of Kimco Auto Products, Memphis.

The nightly smorgasbord (below), a real Swedish treat on a real Swedish vessel, did not help anyone to reduce!





## SERVICE and MAINTENANCE

# Towing Chevy's Air Ride

**L**ET's consider the operation and some tips on towing the '58 Chevrolet's "Level Air" suspension system:

In operation, an engine-driven compressor (Fig. 1) delivers compressed air to a high-pressure accumulator tank where it is stored. A high-pressure line connects the accumulator tank to a junction block, which acts as a manifold for both high-pressure and low-pressure (exhaust) lines.

Air lines connect the junction block to the leveling valves in both front reservoirs and the left rear reservoir. One common high-low pressure line (balance line) interconnects the two rear reservoirs; therefore, right rear reservoir pressure is actually controlled by the valve in the left rear reservoir.

The exhaust lines returning from the reservoirs all enter the low-pressure chamber of the junction block. From here the air is re-used by the compressor as required. In this manner air is continuously



By **E. M. Lowery**  
Technical Editor

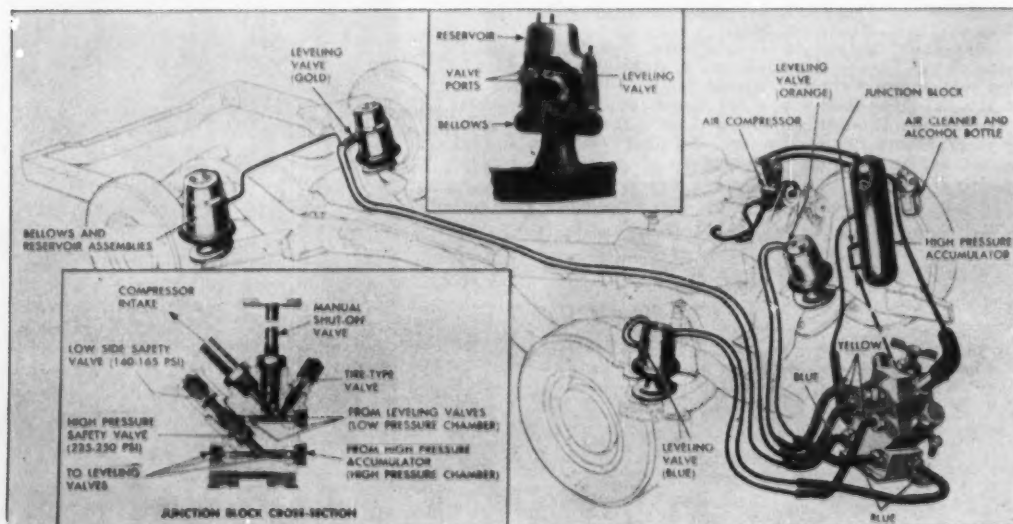
recirculated, establishing a semi-closed system. Air is taken in from the atmosphere only when a sufficient amount cannot be supplied by the exhaust chamber of the

junction block of the mechanism.

The air spring (bellows and reservoir assembly) at each wheel performs two important functions: the air spring takes in or exhausts air through two-way leveling valves to maintain car design height regardless of vehicle load and, when the car is in motion, the air within the bellows and reservoir assembly at each wheel functions as a variable rate spring that is capable of sustaining high-amplitude shocks or low-amplitude vibrations with equal ability.

Make-up air drawn by the compressor from outside the system passes over alcohol in a bottle so that icing conditions in the system can be prevented in the winter months. Grain, wood or methyl alcohol should be added to the bottle at the same time anti-freeze is added to the cooling system.

A manual shut-off valve (Fig. 2) is provided in the junction block to shut off the low-pressure side of the system from the compressor



**Fig. 1 — Air suspension system of the 1958 Chevrolet.**

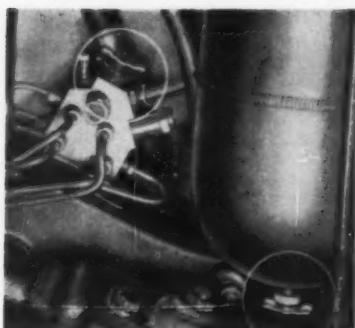


Fig. 2—Shut-off valve and drain cock location.

inlet and the low-pressure safety valve. This valve is used for special purposes such as shipping, towing, using a bumper jack, or raising the vehicle on any type hoist that does not support the vehicle under all four road wheels (at tires).

**Caution:** For safety reasons, it is imperative that the manual shut-off valve be closed before lifting the vehicle on a hoist that supports vehicle front end weight on the suspension lower control arms.

Shown in lower right of Fig. 2 is the high-pressure accumulator drain cock. Water must be drained from accumulator after each 1,000 miles of vehicle operation.

Fig. 3 shows the frame lift areas recommended for lifting any 1958 Chevrolet passenger car on a frame-contact-type hoist.

Air compressor drive belt tension:

Compressor drive belt tension should be reset in the dealership after road-testing of a new car is completed. Tension of the new belt decreases considerably within the first ten to 15 miles of vehicle

operation, and if tension is not reset belt damage and low compressor output will be evidenced.

1.—Loosen compressor to bracket mounting bolts and nuts.

2.—Move compressor until there is a  $\frac{1}{4}$ " deflection with a 15-pound pull between the fan and compressor. ( $\frac{1}{2}$ " deflection specified in the 1958 passenger car shop manual is incorrect.)

3.—Hold compressor in position and tighten attaching nuts.

4.—Recheck deflection after tightening compressor mounting.

**Towing procedure:**

In the event that a Chevrolet with air suspension must be towed, several precautions and instructions must be followed in addition to the standard towing procedure.

In instances where the air suspension system is functioning and is exhausted of air, run the engine and compressor long enough to fill system, then close manual shut-off valve (Fig. 2, upper left). Raise car and proceed in normal manner.

However, if unable to operate compressor, the system may be filled from a tow truck equipped with a compressor or storage tank. Remove the cap from the Schrader valve on either the high-pressure accumulator or the junction block and apply pressure until system inflates to normal (Fig. 4). Close the manual shut-off valve (on junction block) and proceed as in

normal towing procedure. Be certain to open valve when car is no longer being towed.

Due to the design of the air suspension system, a unit that has been completely exhausted of all air, and due to collision or system malfunction cannot be operated, several difficulties not normally found on standard suspension units will be present.

Without air pressure in the suspension system, the body and frame will settle down toward the ground until stopped by the suspension snubbers. In this condition the body-frame as an assembly will not have more than two to four inches (approximately) ground clearance. At this height, forward movement of the car would be limited to relatively smooth roads and towing speeds would have to be kept to ten miles per hour or below.

However, the above towing conditions are not always present, in which case several precautions must be taken. The following procedures are suggested methods rather than hard-and-fast rules, as each towing operation will vary due to conditions beyond normal control.

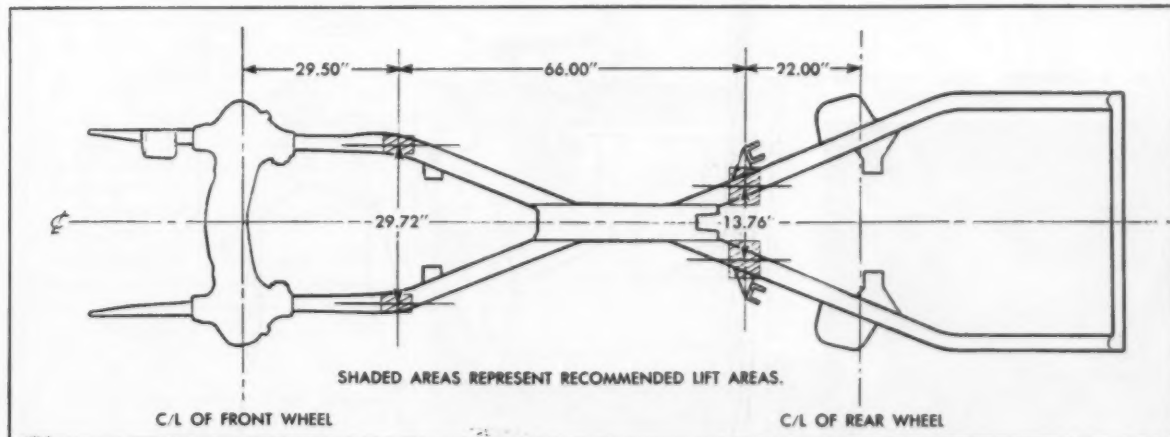
**Front end raised:**

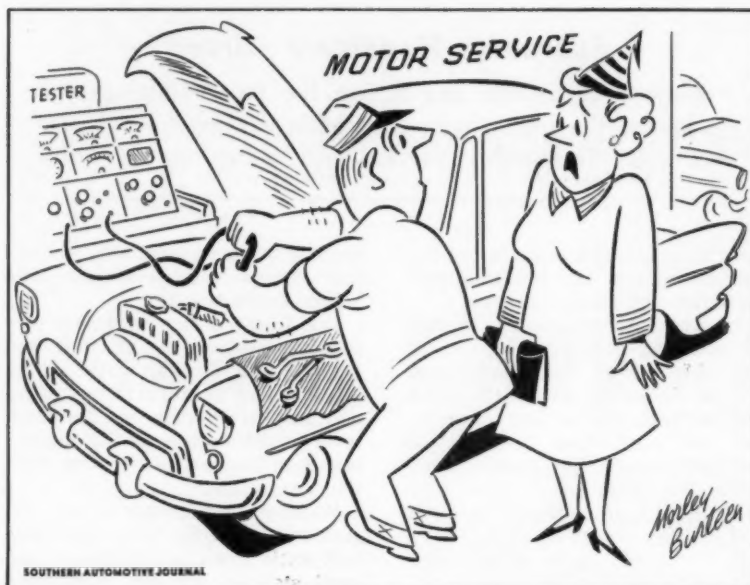
Method No. 1: Attach towing truck lifting chains to appropriate location on frame or cross member. Raise slightly to allow removal of

## February: Headlamp Circuit

Voltage requirements and aiming the four-unit lamps will be among the angles to be covered in this department next month by Technical Editor Lowery. Watch for this info!

Fig. 3—Recommended frame lift areas.





"How could it be missing? We've always kept it locked up in the garage."

front wheels. Lower chains slightly to give adequate clearance for towing. Do not tow for great distances or at speeds over ten to 15 miles per hour. Check periodically to see that chains have not slipped out of position or that ground clearance has not lessened due to type of road, shifting loads, etc.

Method No. 2: Construct two rear axle spacers, blocks of wood, as shown in Fig. 5.

Note: The wood used in these blocks must be a suitable hard wood that will not break, splinter or crack. If materials and facilities are available, the blocks would be more secure if made of metal.

In addition, the blocks should be so constructed that they may be securely attached to the axle housing and frame kick-up to prevent them from falling out on rough roads. A possibility would be to

drill a hole through the bottom and top and with steel cable and "clinchers" attach to frame and axle housing. Then attach chains to front cross member or frame and tow but at a reduced speed.

Note: The body-frame assembly will have to be raised sufficiently with suitable jack or hoist to allow installation of spacer blocks (Fig. 6).

Rear end raised:

Using a suitable jack or hoist,

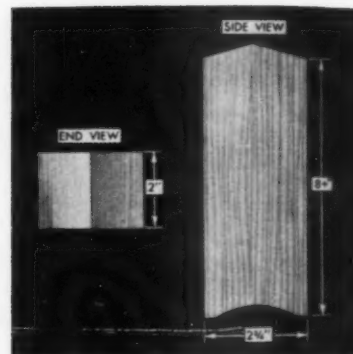


Fig. 5—Rear axle spacer blocks.

raise front of body-frame assembly far enough so that the inner ends of both lower control arms are pointing upward a slight amount. Take a piece of 2" by 6" board (one that will not crack, splinter, break, etc.) and securely attach under the cross member and to the outer portions of the lower control arms. Suitable "C" clamps, chain, or steel cable may be used for this attachment.

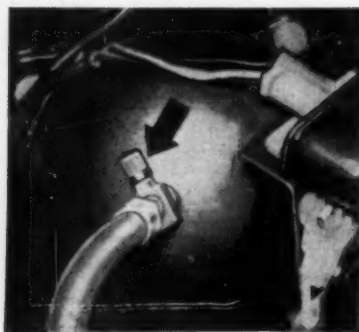
Note: A suitable piece of boiler plate channel iron or angle iron may be substituted for the wooden board. However, the attachments must be secure.

The above procedures can be modified for operation at the dealer's facilities where vehicles will be moved only a short distance.

Propeller shaft alignment:

The following conditions and

Fig. 4—Schrader valve accumulator.



"Bring on the 13" wheels! We're ready!"





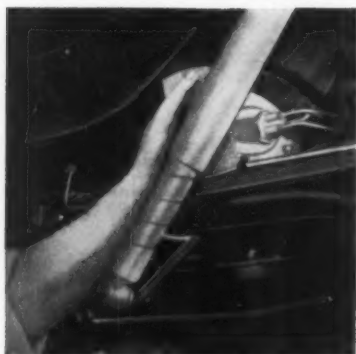


Fig. 6 — Installing axle spacer blocks.

remedies are offered as a guide in obtaining proper alignment of the 1958 propeller shafts and universal joints. If the suggested possible remedies do not correct the conditions, it will be necessary to use the angle measuring procedure.

**Condition A:** Low frequency vibration, through five to 15 miles per hour range at full throttle, regardless of passenger loading conditions.

**Remedy A:**

1.—Check phasing of front and center U-joints. Yokes at each end of front shaft should be phased 90°.

2.—Shift front U-joint (transmission mount) to left of center. Center of joint should be 0 to 5/16" to left of center of vehicle.

**Condition B:** Low frequency vibration, through five to 15 miles per hour full throttle, four- or five-passenger load (air ride vehicles with any passenger loading).

**Remedy B:**

1.—Remove shim from under transmission support. If no shims are present, it may be necessary to shim up center bearing support, using transmission mount shims.

2.—If necessary, remove one shim from each side of rear suspension upper control arm at frame attachments.

**Condition C:** Low frequency vibration, through five to 15 miles per hour at full throttle, one- or two-passenger load (not air ride).

**Remedy C:**

1.—Insert shim under transmission support.

**Condition D:** Relatively high-frequency shudder with extremely harsh feeling, through 20 to 30 miles per hour range at full throttle.

**Remedy D:**

1.—Remove shim from under transmission support. If this does

not correct problem, remove one shim, each side, from rear suspension upper control arm to frame attachment.

2.—If No. 1 does not correct problem, measure rear joint angle as outlined below and shim as required.

**Condition E:** Continuous shudder, five to 35 miles per hour.

**Remedy E:**

1.—Check center bearing support. Cushion may have pulled out of support. New support and cushion assembly should be used if the cushion has pulled out.

2.—If No. 1 does not eliminate the shudder, it can be caused by a combination of conditions A, B, C, or D, and it will be advisable to use the angle-measuring procedure to correct the trouble.

## Willys Sees \$70 Million In Jeep '58 Exports

**S**ALES of \$70 million in jeep vehicles and parts were forecast for 1958 by Willys-Overland Export Corp. at its annual sales conference last month.

Predicting that 61,385 vehicles, plus parts, would be sold next year outside the United States, W.

S. Pickett, vice-president in charge of sales, told regional sales managers throughout the free world that 1957 sales were expected to wind up around \$65 million. That figure will be exceeded in 1958, he said.

Vice-President and General Manager J. C. Delaplain pointed out the time is not far off when export sales of 100,000 jeep vehicles per year would become a reality.

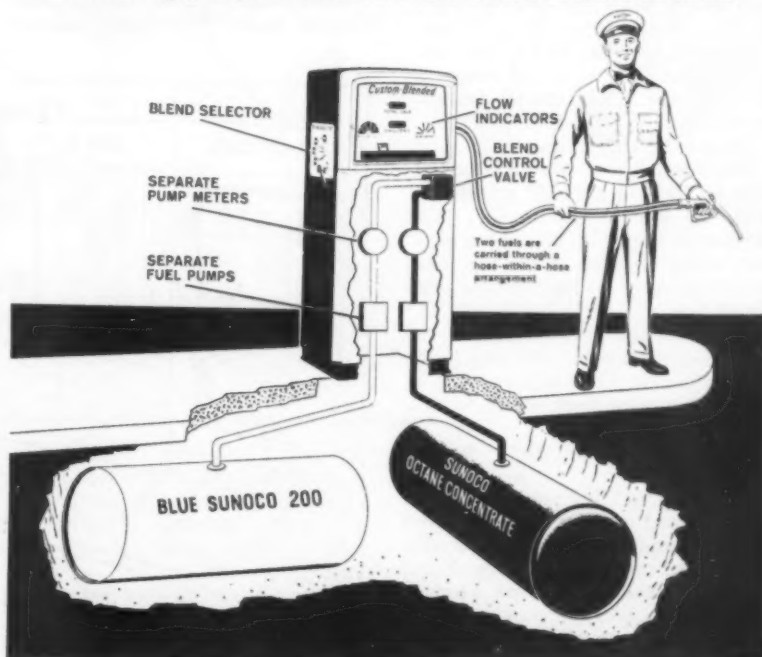
## Maryland Group Reelects William E. Voyce

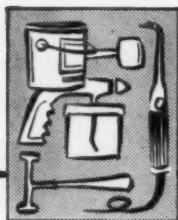
**W**ILLIAM E. Voyce, Baltimore Ford dealer, has been re-elected president of the Automobile Trade Association of Maryland.

Also reelected vice-president and secretary-treasurer, respectively, were Charles B. Kelly, Baltimore Pontiac dealer, and Joseph J. Rochlitz of Mid-City Sales Co.

Directors chosen for three-year terms were Edward Biemiller, Chrysler dealer of Catonsville; Rea Keech, Baltimore Buick dealer; Fern Onnen, Towson Ford dealer, and Phil Rauth, Ford dealer in Hancock.

Sun Oil Co.'s new automatic custom-blending pumps give motorists a choice among six grades of motor fuel, all dispensed from a single pump and each priced according to octane quality. The pump draws two fuels, one well above 100 octane, from separate underground tanks in a ratio selected by a dial setting. The two streams flow through a hose-within-a-hose to the nozzle where they are blended to produce a motor fuel of the predetermined octane quality. The company claims resultant savings of \$25 a year to the average buyer of premium-grade motor fuel by giving him sufficient choice of fuels to match his needs.





## BODY SHOP OPERATIONS

# Adjusting the Top of the Thunderbird

By E. M. Lowery  
Technical Editor

**T**HE Thunderbird's convertible top is hand-operated. For ease of handling, the top linkage is spring-loaded to assist in lifting the assembly from its storage compartment behind the seat back.

### Adjustments:

Before attempting any top assembly adjustments, be sure the door windows are in proper adjustment. Best results will be obtained if top assembly adjustments are performed with the storage link tie bars disconnected at each side. The pivot pin should be removed to release the tie bar, then reinstall the pivot pin to hold the top framework together (Fig. 1, view A).

### Header bow adjustment:

The header bow can be adjusted fore and aft to provide alignment with the windshield header. This adjustment can also be used to correct minor sagging of the top material between the header bow and No. 2 bow.

1.—Mark the present position of the header bow to side rail joint with a pencil. This will provide a measuring point from which to adjust.

2.—Release the front toggle clamps.

3.—Remove the screws retaining the forward portion of the front side rail weatherstrip to the header bow and make sure the weatherstrip is not stuck to the header bow.

4.—Loosen the blind nuts which retain the header bow to the side

rail (Fig. 1).

5.—Shift the header bow fore or aft the distance required to obtain proper alignment at the header, then tighten the blind nuts.

6.—Loosen the header bow dowel lock nuts and adjust the dowels to center in their guide holes in the header.

### Toggle clamp adjustment:

The front and side toggle clamps can be adjusted to provide a good weather seal at the header and quarter panel. The toggle clamps

should not be adjusted so tightly that they are hard to operate. This puts excessive pressure on the weatherstrip, which is not necessary to provide a good seal and which causes undue damage to the weatherstrip.

1.—Loosen the toggle hook lock screw (Fig. 1, views A and C). Be sure to turn the lock screw out far enough to clear the slot so the threads won't be damaged.

2.—Turn the toggle hook in or out to obtain good weatherstrip compression, yet retain easy toggle clamp operation.

3.—Check the weatherstrip seal by locking a piece of paper under the weatherstrip. If the paper pulls out easily, tighten the toggle clamp. Correct pressure is indicated when the paper can be pulled out with a slight drag without tearing.

4.—Tighten the toggle hook lock screw, making sure the screw enters the slot and does not bear on the toggle hook threads.

### Rotary clamp adjustment:

The rear rotary clamps can be adjusted to provide a good seal at the upper back panel. To get the proper weatherstrip compression,



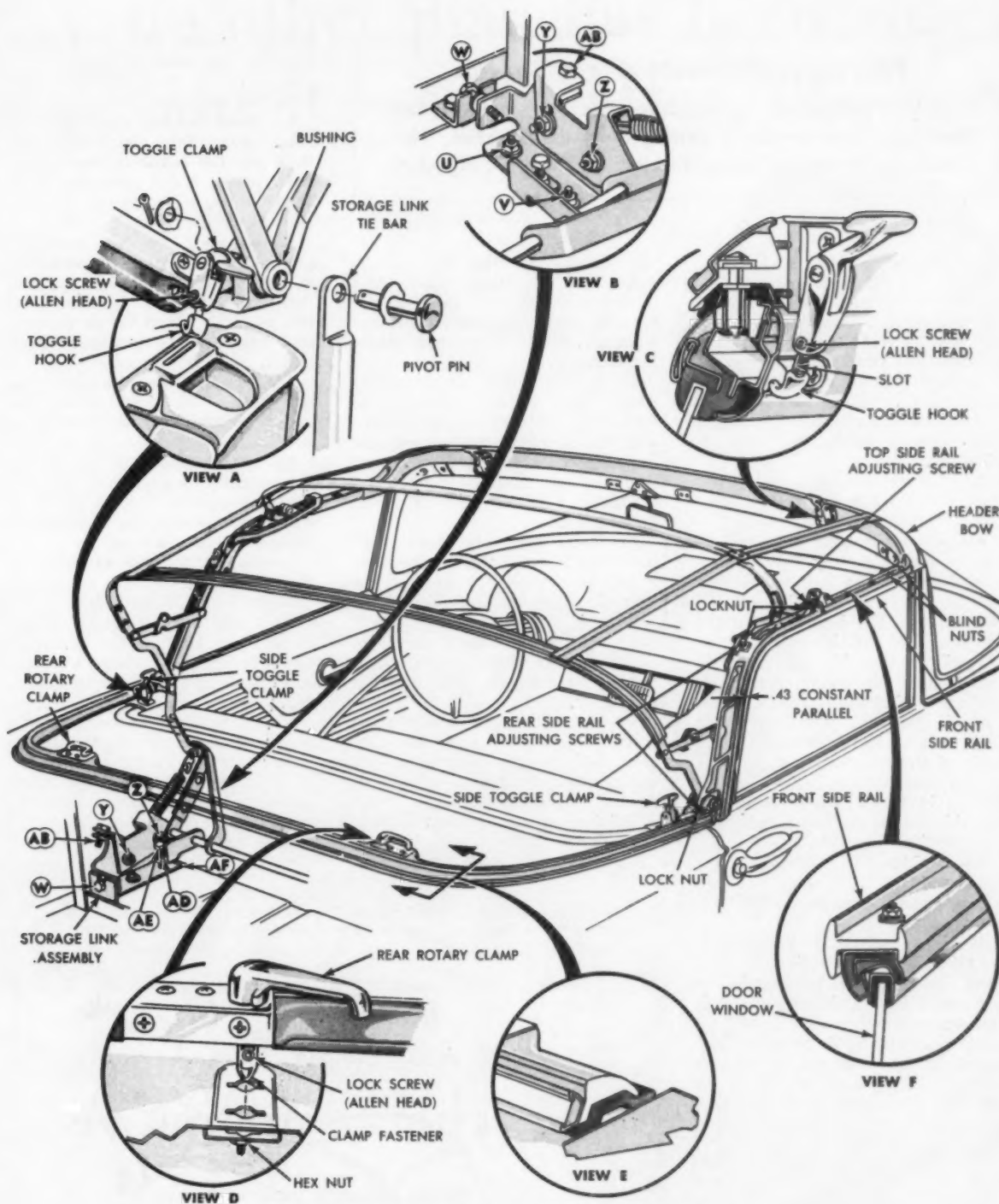


Fig. 1—Adjustments for the Thunderbird convertible top.

use the paper pull check described in step 3 above.

1.—Loosen the clamp fastener lock screw (Fig. 1, view D). Be sure to turn the lock screw out far enough to clear the slot so the stud threads will not be damaged.

2.—Turn the clamp fastener up or down as is necessary to obtain

a good seal with easy clamp operation. Check weatherstrip compression with the paper pull test.

3.—Set the lock screw in line with the slot in the stud, then tighten the lock screw.

Side rail sag adjustment:

If the top side rail sags above the door window, make the following

adjustment:

1.—Close the door window.  
2.—At the forward end of the center side rail, loosen the adjusting screw lock nut.

3.—Turn the adjusting screw down until a parallel condition exists between the top of the door window and the side rail. Tighten



## February: Plymouth Glass Service

Each year brings more greenhouse effect with the new cars. Therefore glass service is getting more complicated. Next month Ed Lowery will detail this job for the 1958 Plymouth.

the lock nut.

Rear side rail adjustment:

The rear side rail can be adjusted to obtain a parallel condition between the rear edge of the door window and the side rail.

1.—Loosen the blind nuts at the header bow.

2.—Loosen the rear rotary clamp lock plate retaining nut (Fig. 1, view D).

3.—Release the side toggle clamp and leave the rear rotary and front toggle clamps fastened.

4.—Move the rear side rail to obtain approximately 7/16" clearance between the face of the side rail (not the weatherstrip) and the rear edge of the door glass, at the lower end of the side rail.

5.—Lock the side toggle clamp and tighten the rotary clamp lock plate retaining nut.

6.—Loosen the adjusting screw lock nuts at the upper and lower ends of the rear side rail.

7.—Turn both adjusting screws to obtain a parallel condition of the side rail to the door glass, then tighten the lock nuts.

8.—Tighten the header bow blind nuts.

Top mechanism to storage link adjustment:

The purpose of this adjustment is to align the storage link tie bars with the pivot pin bushing in the top assembly. This alignment is necessary to obtain ease of top operation and maintain proper alignment. If the storage link tie bars are not aligned to the bushings, the tie bars, when connected, will force all the other adjustments described above out of position.

1.—After all other adjustments are completed, lock the top assembly firmly in place with the toggle and rotary clamps.

2.—Loosen lock nut "AD" (Fig. 1) and turn adjusting screw "AE" to swing the storage link tie bars in line with the bushing. If the tie bar holes line up with the bushings, pull the pivot pins and connect the links.

3.—If the tie bar holes are above or below the bushings, a vertical adjustment of the tie bars is necessary. Loosen lock nuts "Y" and

"Z" (Fig. 1, view B).

4.—Turn adjusting screw "AB" in or out to raise or lower the tie bars for proper alignment with the bushings. Adjust screw "AE" again if necessary.

5.—If the range of adjusting screw "AE" is not sufficient to swing the tie bars into alignment with the bushings, the storage link assembly bracket must be moved fore and aft. Loosen the bracket mounting nuts "U" and "V" (Fig. 1, view B).

6.—Turn adjusting screw "W" in or out to move the bracket fore or aft as is necessary to align the links with the bushings. Try to adjust both brackets approximately the same distance fore or aft to avoid binding of the cross bar.

7.—Adjust screw "AE" again if necessary.

8.—If the top assembly assist springs require more or less tension, adjust the length of the springs as necessary to obtain the desired top operation.

Raising convertible top:

1.—Move the seat fully forward

and fully down. Open both doors. Tilt the seat back forward.

2.—Unsnap the tonneau cover from the floor fasteners.

3.—Make one fold up in the tonneau cover, fold the corners in, then lay the cover on the upper back panel. Make sure the cover does not lie on top of the rear rotary clamp lock plates.

4.—Keeping the top assembly fully folded, grasp the header bow at the center with one hand and the side rails with the other, lift the assembly up as far as possible and place it on the upper back panel.

5.—Step in behind the seat, grasp the header bow at the center and raise it so the side rails are all in line.

6.—Step outside, tilt the header bow slightly forward and reach inside the quarter section and lock the over center links. This can be done one side at a time.

7.—Lower the top assembly to the header and start the guide pins into the holes in the header.

8.—Lock the rear rotary clamps first. They lock in the rearward holes of the lock plate. The forward holes are used for the hard-top.

9.—Fasten the side toggle clamps next and the front toggle clamps last.

10.—Unfold the tonneau cover and snap it in position under the back panel and on the floor.

(Continued on page 60)

"Goodness me, son! What would I know about crankshafts and how they were damaged? I guess it was caused by torsional vibration."



SOUTHERN AUTOMOTIVE JOURNAL



# "...no other plan has been able to supplant it—even after 32 years"

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# 1958 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

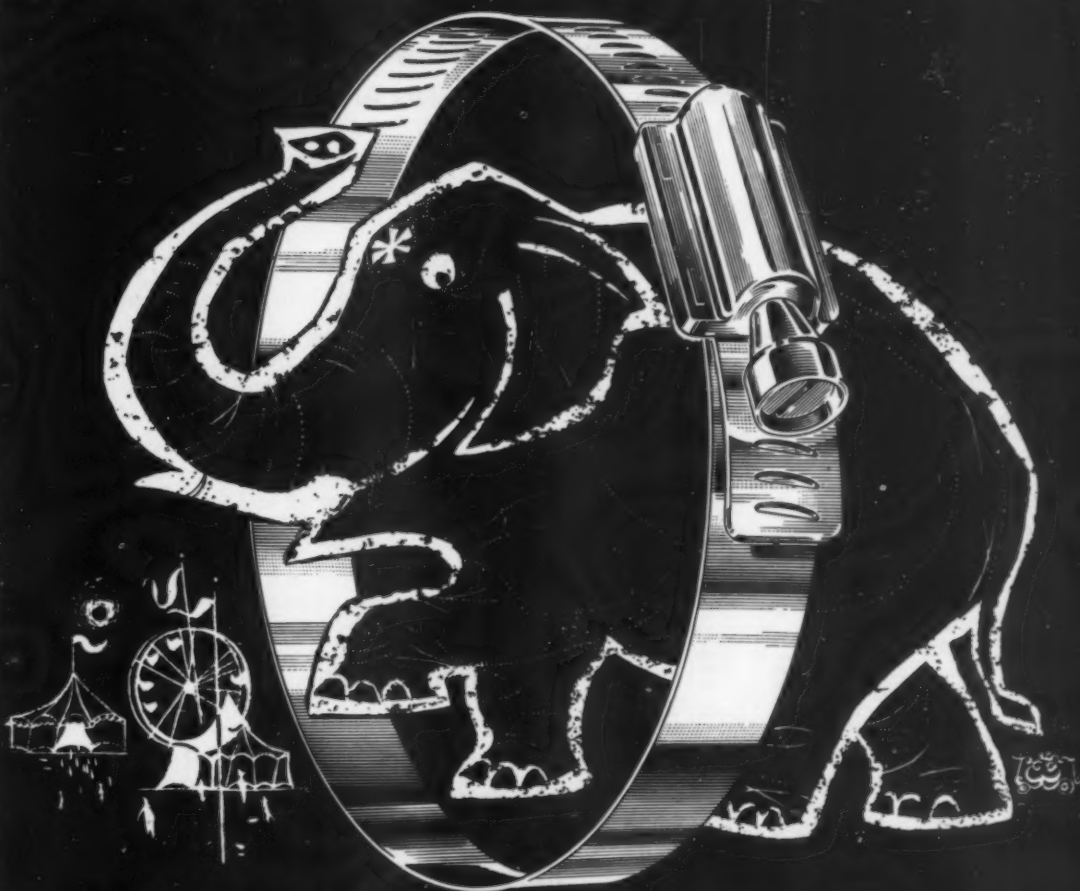
MAKE AND MODEL	TREAD		ENGINE						FLUID CAPACITIES							WHEEL ALIGNMENT		
	Std. Wheelbase	Front	Rear	No. Cylinders and Valve Arrangement	Bore and Stroke	Max. H. P. Taxable	Max. H. P. at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qt.)	Transmission (Std.) (Pks.)	Transmission (Alt.) (Pks.)	Rear Axle (Pks.)	Fuel Tank (Gals.)	Cooling System (No. Hoses)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Special Series 40 and Century Series 60.....	122	50.5	60	V8I	4.125x3.4	54	F	364	G	5	N	24	6	20	16.5	-45°	+22	1/4 to 3/4
BUICK Super Series 60, Roadmaster 70 and Limited 700.....	127 1/2	50	61	V8I	4.125x3.4	54	300@4000	364	10-1	5	N	H	6	20	16.5	-45°	+22	1/4 to 3/4
CADILLAC Sedan 6239, Sedan DeVille 6239D, Sedan 6239E, Coupe 6237D and Conv. 6267.....	129 1/2	61	61	V8I	4x3.625	51.2	310@4800	365	10.25-1	5	N	23	5	20	19.0	-1 1/2 to -1 1/2	0 to ± 3/4	1/4 to ± 1/2
CADILLAC Conv. Biarritz 6267S and Coupe Seville 6237S.....	129 1/2	61	61	V8I	4x3.625	51.2	335@4800	365	10.25-1	5	N	23	5	20	19.0	-1 1/2 to -1 1/2	0 to ± 3/4	1/4 to ± 1/2
CADILLAC Sedan 6039, Sedan 7533 and Sedan 7523.....	J	61	61	V8I	4x3.625	51.2	310@4800	365	10.25-1	5	N	23	5	20	19.0	-1 1/2 to -1 1/2	0 to ± 3/4	1/4 to ± 1/2
CHEVROLET 6, Delray, Biscayne and Bel Air.....	117 1/2	58.8	61	6L	3.56x3.04	30.4	145@4200	235.5	8.25-1	5	2	10	4	20	16 1/2	+1 1/2 to +1 1/2	0 to 1	1/4 to 3/4
CHEVROLET 6, Delray, Biscayne, Bel Air 233 Cu. In.....	117 1/2	58.8	61	V8I	3.875x3	48	185@4600	283	9.5-1	4	2	X	4	20	16 1/2	+1 1/2 to +1 1/2	0 to 1	1/4 to 3/4
CHEVROLET 6, Delray, Biscayne, Bel Air 348 Cu. In.....	117 1/2	58.8	61	V8I	4.125x3.25	54.5	250@4400	348	9.5-1	4	2	X	4	20	16 1/2	+1 1/2 to +1 1/2	0 to 1	1/4 to 3/4
CHEVROLET Corvette.....	102	57	50	V8I	3.875x3	48	230@4800	283	9.5-1 1/2	5	2	9	4	18.4	16	2.25	0 to 1	0 to 1/2
CHRYSLER Windsor and Saratoga.....	122	60.9	60.8	V8I	3.94x3.03	49.7	P	354	10-1	4	2.75	21	3.5	23 1/2	21	H	C	1/4 to 1/2
CHRYSLER New Yorker and 300D.....	126	61.2	60	V8I	4x3.50	51.2	Q	392	10-1	5	2.75	21	3.5	23 1/2	24	H	C	1/4 to 1/2
CHRYSLER Imperial.....	129	61.8	62.4	V8I	4x3.50	51.2	345@4600	392	10-1	5	N	21	3.5	23 1/2	24	H	C	1/4 to 1/2
CONTINENTAL.....	131	61	61	V8I	4.30x3.70	59.17	375@4800	430	10.5-1	5	N	21	4	22	26	0 to -1 1/2	0 to + 3/4	.12 to .18
De SOTO Firewasp.....	122	60.9	59.8	V8I	4.06x3.38	52.7	280@4600	360	10-1	4	N	20	3.5	20	16	B	C	1/4 to 1/2
De SOTO Firestorm.....	126	60.9	59.8	V8I	4.12x3.38	54.3	295@4600	361	10-1	4	N	21	3.5	23 1/2	16	B	C	1/4 to 1/2
De SOTO Fireflite.....	126	60.9	59.8	V8I	4.12x3.38	54.3	305@4600	361	10-1	4	N	21	3.5	23 1/2	16	B	C	1/4 to 1/2
De SOTO Adventurer.....	126	60.9	59.8	V8I	4.12x3.38	54.3	345@5000	361	10.25-1	4	N	21	3.5	23 1/2	16	B	C	1/4 to 1/2
DODGE Coronet 6.....	122	61.4	61	6L	3.25x4.63	25.4	138@4000	230	8-1	5	2.75	20	3.25	20 1/2	13	A	E	1/4 to 1/2
DODGE Coronet Custom Royal.....	122	61.4	60.3	V8I	3.90x3.80	43.3	252@4400	325	8.5-1	5	2.75	D	3.5	20 1/2	20	A	E	1/4 to 1/2
DODGE Custom Royal Sta. Wagon.....	122	60.9	59.8	V8I	4.06x3.38	52.7	295@4600	360	10-1	4	2.75	D	3.5	20 1/2	20	A	E	1/4 to 1/2
DODGE D-500 Power Pkg.....	122	60.9	59.8	V8I	4.12x3.38	54.3	305@4600	361	10-1	4	2.75	D	3.5	20 1/2	20	A	E	1/4 to 1/2
EDSEL Ranger and Pacer.....	118.4	59.44	59	V8I	4.06x3.50	52.49	303@2800	361	10.5-1	5	3.25	22	5	20	18.5	1/2 to 1 1/2	1/2 to 1 1/2	.03 to .12
EDSEL Corsair and Citation.....	124.05	59.38	59	V8I	4.20x3.70	56.45	345@4600	410	10.5-1	5	N	22	5	20	22	1/2 to 1 1/2	1/2 to 1 1/2	.06 to .18
FORD 6 Custom 300 Fairlane.....	116.03	59	56.4	6L	3.62x3.6	31.54	145@4200	223	8.6-1	4	3	21.5	5.5	20	19	0 to 1	1/4 to 1 1/2	1/4 to 1 1/2
FORD 6 Fairlane 500.....	118.04	59	56.4	6L	3.62x3.6	31.54	145@4200	223	8.6-1	4	3	21.5	5.5	20	19	0 to 1	1/4 to 1 1/2	1/4 to 1 1/2
FORD 8 Custom 300.....	116.03	59	56.4	V8I	3.75x3.3	45	205@4500	293	9-1	5	3	20	5.5	20	19	0 to 1	1/4 to 1 1/2	1/4 to 1 1/2
FORD 8 Fairlane.....	118.04	59	56.4	V8I	4x3.3	51.2	265@4800	332	9.6-1	5	3	20	5.5	20	19	0 to 1	1/4 to 1 1/2	1/4 to 1 1/2
FORD 8 Fairlane 500.....	118.04	59	56.4	V8I	4x3.3	51.2	300@4600	332	10.2-1	5	3	20	5.5	20	19	0 to 1	1/4 to 1 1/2	1/4 to 1 1/2
LINCOLN Capri Coupe, Landau Sedan, Premiere Coupe and Landau.....	131	61	61	V8I	4.30x3.70	59.17	345@4800	430	10.5-1	5	N	21	4	22	26	0 to -1 1/2	0 to + 3/4	.12 to .18
MERCURY Monterey.....	122	59.4	59	V8I	4.3x3.30	59.17	312@4600	383	10.5-1	5	3.5	21	5	20	20.5	-0°30'	-0°10'	1/4 to 1/2
MERCURY Montclair.....	122	59.4	59	V8I	4.3x3.30	59.17	330@4800	383	10.5-1	5	3.5	21	5	20	20.5	-0°30'	-0°10'	1/4 to 1/2
MERCURY Park Lane.....	125	59.4	59	V8I	4.3x3.30	59.17	360@4600	430	10.5-1	5	3.5	23	5	20	20.5	-0°30'	-0°10'	1/4 to 1/2
OLDSMOBILE Dynamic 88.....	122.5	59	58	V8I	4x3.689	51	265@4400	371	10-1	4	2.5	22	5.25	20	20	0 to -1	-1 1/2 to -1 1/2	0 to .12
OLDSMOBILE Super 88.....	122.5	59	58	V8I	4x3.689	51	305@4600	371	10-1	4	2.5	22	5.25	20	20	0 to -1	-1 1/2 to -1 1/2	0 to .12
OLDSMOBILE 98.....	126.5	59	58	V8I	4x3.689	51	305@4600	371	10-1	4	2.5	22	5.25	20	20	0 to -1	-1 1/2 to -1 1/2	0 to .12
PACKARD Hawk Supercharged.....	120 1/2	57.1	58.1	V8I	3.56x3.63	40.6	275@4800	289	7.8-1	5	NA	19	3	18	17	-1 to -2 1/2	0 to +1	1/4 to 1/2
PLYMOUTH Plaza, Savoy and Belvedere 6.....	118 1/2	60.9	59.6	6L	3.25x4.63	25.3	132@3600	230	8-1	5	2.75	20	3.25	20 1/2	13	B	C	1/4 to ± 1/2
PLYMOUTH Plaza, Savoy and Belvedere 8.....	118	60.9	59.7	V8I	3.91x3.31	48.9	225@4400	318	9-1	5	2.75	D	3.5	20 1/2	20	B	C	1/4 to ± 1/2
PLYMOUTH Fury.....	118	60.9	59.7	V8I	3.91x3.31	48.9	225@4400	318	9.25-1	5	2.75	D	3.5	20 1/2	20	B	C	1/4 to ± 1/2
PLYMOUTH Golden Commande.....	118	60.9	59.7	V8I	4.06x3.38	52.7	305@5000	360	10-1	4	2.75	D	3.5	20 1/2	20	B	C	1/4 to ± 1/2
PONTIAC Chieftain and Super Chieftain.....	122 1/2	58.8	59.4	V8I	4.06x3.56	52.8	240@4500	370	8.6-1	5	N	18.4	5.5	20	21.2	-1 1/2 to ± 1/2	+ 1/2 to ± 1	0 to .062
PONTIAC Star Chief and Bonneville.....	124 1/2	58.8	59.4	V8I	4.06x3.56	52.8	255@4500	370	8.6-1	5	N	18.4	5.5	20	21.2	-1 1/2 to ± 1/2	+ 1/2 to ± 1	0 to .062
RAMBLER American.....	100	54.6	55	6L	3 1/2 x 4 1/4	23.44	90@3800	195.6	8-1	4	1.5	30	3	20	10	0 to + 1 1/2	± 1/4	1/4 to 3/4
RAMBLER 6.....	108	57.75	58	6L	3.125x4.25	23.44	127@4200	195.6	8.7-1	4	1.5	30	3	20	10	0 to + 1 1/2	± 1/4	1/4 to 3/4
RAMBLER Rebel V8.....	108	57.75	58 1/2	V8I	3.5x3.25	39.2	215@4600	250	8.7-1	4	2.25	30	3	20	20	0 to + 1 1/2	± 1/4	1/4 to 3/4
RAMBLER Ambassador.....	117	57.75	58 1/2	V8I	4x3.25	51.2	270@4700	327	9.7-1	4	4	22	4	20	19	0 to + 1 1/2	± 1/4	1/4 to 3/4
STUDEBAKER Scorpion 8.....	116 1/2	57.2	56.2	6L	3x4.38	21.6	101@4000	185.6	7.8-1	5	2.3	N	2.5	18	11	-1 to -2 1/2	0 to +1	1/4 to 1/2
STUDEBAKER Champion 6.....	116 1/2	57.2	56.2	6L	3x4.38	21.6	101@4000	185.6	7.8-1	5	2.3	N	2.5	18	11	-1 to -2 1/2	0 to +1	1/4 to 1/2
STUDEBAKER Commander 8 and Provincial Station Wagon.....	116 1/2	57.1	56.1	V8I	3.56x3.25	40.6	180@4500 1/2	259.2	8.3-1	5	3.8	18	3	18	17	-1 to -2 1/2	0 to +1	1/4 to 1/2
STUDEBAKER President 8.....	120 1/2	57.1	56.1	V8I	3.56x3.25	40.6	225@4500	289	8.3-1	5	3.8	18	3	18	17	-1 to -2 1/2	0 to +1	1/4 to 1/2
STUDEBAKER Silver Hawk 8.....	120 1/2	57.1	56.1	6L	3x4.38	21.6	101@4000	185.6	7.8-1	5	2.3	N	2.5	18	11	-1 to -2 1/2	0 to +1	1/4 to 1/2
STUDEBAKER Silver Hawk 6.....	120 1/2	57.1	56.1	V8I	3.56x3.25	40.6	215@4500 1/2	289	8.3-1	5	3.8	18	3	18	17	-1 to -2 1/2	0 to +1	1/4 to 1/2
STUDEBAKER Golden Hawk 8 Supercharged.....	120 1/2	57.1	56.1	V8I	3.56x3.25	40.6	275@4800	289	7.8-1	5	NA	19	3	18	17	-1 to -2 1/2	0 to +1	1/4 to 1/2

## ABBREVIATIONS

- 1.—Station wagon 22.
- 2.—Town and Country 22.
- 3.—10.25-1 with fuel injection and special cam.
- 4.—Station wagon 17.
- 5.—Suburban 22.
- 6.—All station wagons 122.
- 7.—Station wagon 22.
- 8.—Super Chief 124.
- 9.—Bonneville 122.
- 10.—Alpaca 0°.

- 11.—Power steering + 1/2 to +1.
- 12.—195@4500 with 4bbl. carb.
- 13.—225@4500 with 4bbl. carb.
- A.—Power steering + 1/2 to + 1/2, Manual + 1/2 to + 1/2.
- B.—Power steering + 1/2 to + 1/2, Manual + 1/2 to + 1/2.
- C.—Left + 1/2, right 0.
- D.—Powerflite 20, Torqueflite 16.
- E.—Left prefer 1/2, Right prefer 0.
- F.—Special 250@4400, Century 300@4600.
- G.—Special 8.5-1, Century 10-1.

- H.—Super 24, Roadmaster and Limited 25.
- I.—V-8-in-head.
- J.—8039 133" and others 148 1/2".
- L.—L-head.
- N.—None.
- NA.—Not announced.
- P.—Windsor 230 and Saratoga 310, both at 4800.
- Q.—New Yorker 345@4600, 300D 380@5300.
- X.—Powerglide 8, Turboglide 7.



## Biggest Thing IN HOSE CLAMPS

*The greatest name in hose clamps is AERO-SEAL,  
the FIRST and still the leader in precision worm gear clamps...  
self-locking, tightest-sealing. Easy to install in seconds,*

*AERO-SEALS stay put — can't let go, snap open or jar loose.*

*Compare the STRENGTH of the worm gear. Note the band of 302-18-8 stainless steel.  
Clamping is absolutely uniform all around the hose — equal pressure at every point.*

*AERO-SEALS won't pinch and damage hose. Re-usable over and over.*

*Wide range of sizes. Let the leader help you make money and satisfied customers.*

For added quick-attach  
advantage:



BREEZE  
MAKES

# Aero-Seal

REGULAR WORM GEAR HOSE CLAMPS

BREEZE CORPORATIONS INC., 700 LIBERTY AVENUE, UNION, NEW JERSEY



# 1958 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bat.	FUEL SYSTEM		VALVES			
	Breaker Gap (.0)	Cam Angle (degree)	Contact Arm Spring Tension (lbs.)	Ignition Timing	Timing Mark Location	Spark Plug Gap (.0)	Spark Advance Max. Centrif.	Spark Advance Max. Vac.		Cap. & Var. Grd.	Carb. Mfg.	Fuel Pressure (lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)	Intake Valve Open b or side
BUICK Special Series 40	12.5-17.5	30	19-23	5°bte	VD	30-35	24-28@3750	21@12"	70N	Ca-RP	5½-6½	Au	Au	Au	35°bte
BUICK Century Series 60	12.5-17.5	30	19-23	5°bte	VD	30-35	24-28@3750	21@12"	70N	Ca-RP	5½-6½	Au	Au	Au	34°bte
BUICK Super 50, Roadmaster 70 and Limited 700	12.5-17.5	30	19-23	5°bte	VD	30-35	24-28@3750	21@12"	70N	Ca-RP	5½-6½	Au	Au	Au	34°bte
CADILLAC Sedan 6239, Sedan De Ville 6239D, Sedan 6239E, Coupe 6237D and Conv. 6267	16	30	19-23	5°bte	VD	35	15@2000	14½@24"	70N	RP	5½-6½	Au	Au	Au	39°bte
CADILLAC Conv. Biarritz 6267S and Coupe Seville 6237S	16	30	19-23	5°bte	VD	35	15@2000	14½@24"	70N	Ca	5½-6½	Au	Au	Au	39°bte
CADILLAC Sedan 6039, 7533 and 7823	16	30	19-23	5°bte	VD	35	15@2000	14½@24"	70N	Ca	5½-6½	Au	Au	Au	39°bte
CHEVROLET 6 Delray, Biscayne and Bel Air	16-21	30	19-23	to	FW	35	26@3500	15@5½"	53N	RP	3½-4½	Au	Au	Au	10½°bte
CHEVROLET Delray, Biscayne and Bel Air 263 Cu. In.	16-21	30	19-23	4°bte	VD	35	28@3750	15@18½"	53N	RP	4-5½	Au	Au	Au	12½°bte
CHEVROLET Delray, Biscayne and Bel Air 348 Cu. In.	16-21	30	19-23	4°bte	VD	35	24@4600	15@15½"	53N	Ca-RP	4-5½	Au	Au	Au	29°42'
CHEVROLET Corvette	16	29	19-23	4°bte	VD	35	28@3700	15@18½"	53N	Ca	4½-6½	Au	Au	Au	18½°bte
CHRYSLER Windsor and Saratoga	15-18	27-32	17-20	X	VD	35	18-22@4200	20-24@18"	60N	BB-Ca	6-7	Au	Au	Au	13°bte
CHRYSLER New Yorker	15-18	36-40	17-20	6°bte	VD	35	18-22@4800	20-24@16"	60N	BB-Ca	6-7	Au	Au	Au	15°bte
CHRYSLER 300D	15-18	36-40	17-20	6°bte	VD	35	11-15@2100	20-24@16"	60N	BB-Ca	6-7	15	24	35	35°bte
CHRYSLER Imperial	15-18	36-40	17-20	6°bte	VD	35	18-22@4800	20-24@16"	60N	Ca	6-7	Au	Au	Au	18°bte
CONTINENTAL	15	26-28.5	17-20	6°bte	VD	32	26.5@4000	23@17.5"	70N	Ho	5-6	Au	Au	Au	27°bte
De SOTO Firesweep, Firedome and Firefly	15-18	27-32	17-20	6°bte	VD	35	18-22@4000	23-29@16.5"	60N	BB-Ca	6-7	Au	Au	Au	15°bte
De SOTO Adventurer	15-18	27-32	17-20	8°bte	VD	35	18-22@4000	23-29@16.5"	60N	BB-Ca	6-7	Au	Au	Au	20°bte
DODGE Coronet Standard 6	18-22	39±3	17-20	2°bte	VD	35	15-19@3600	17-21@18"	50N	St	6-7	10	10	12	12°bte
DODGE Coronet Custom Royal	15-23	27-32	17-20	6°bte	CaP	35	16-20@3300	20-24@14"	50N	St-Ca	6-7	Au	Au	Au	10°bte
DODGE D600, Custom Royal and Custom Sierra	15-22	36-48	17-20	8°bte	VD	35	18-22@4000	23-29@16.5"	50N	Ca	6-7	Au	Au	Au	15°bte
EDSEL Ranger and Paer	14-16	26-31.5	17-20	7°	VD	32-36	16@3800	12@16"	55N	D	5-6	Au	Au	Au	17°bte
EDSEL Corsair and Citation	14-16	26-28.5	17-20	7°	VD	32-36	21@4000	16@18"	55N	Ho	5-6	Au	Au	Au	27°bte
FORD 6 Custom 300 Fairlane	24-26	35-38	17-20	T	VD	32-36	23@4000	28.5@6"	55N	Ho	4-5	19	19	17	17°bte
FORD 6 Fairlane 500	24-26	35-38	17-20	T	VD	32-36	23@4000	28.5@6"	55N	Ho	4-5	19	19	17	17°bte
FORD 8 Custom 300	14-16	26-28.5	17-20	W	VD	32-36	29@4000	23@15"	55N	D	5-6	19	19	18	18°bte
FORD 8 Fairlane	14-16	26-28.5	17-20	W	VD	32-36	22@4000	23@15"	55N	D	5-6	26	26	21	21°bte
FORD 8 Fairlane 500	14-16	26-28.5	17-20	W	VD	32-36	22@4000	23@15"	55N	E	5-6	26	26	21	21°bte
LINCOLN	15	26-28.5	17-20	6°bte	VD	32	26.5@4000	23@17.5"	70N	Ho	5-6	Au	Au	Au	27°bte
MERCURY Monterey	14-16	26-28.5	17-20	4°bte	VD	32-36	21.5@4000	22@17"	55N	Ho	5-6	Au	Au	Au	34°bte
MERCURY Montclair	14-18	26-28.5	17-20	7°bte	VD	32-36	21.5@4000	22@17"	55N	Ho	5-6	Au	Au	Au	34°bte
MERCURY Park Lane	14-16	26-28.5	17-20	7°bte	VD	32-36	24@4000	22@16"	55N	Ho	5-6	Au	Au	Au	27°bte
OLDSMOBILE Dynamic 66 and 98	16	28-32	19-23	5°bte	VD	30	23-26@4400	18.5-21.5@16"	70N	RP	5-6	Au	Au	Au	16°bte
PACKARD Hawk	13-18	28-34	19-23	4°bte	VD	33-38	24@2000	16@12"	50N	St	6-7	A	A	A	11°bte
PLYMOUTH Savoy, Plaza and Belvedere 6	18-22	39±3	17-20	2°bte	CaP	35	15-19@3800	17-21@16"	50N	BB	6-7	10	10	12	12°bte
PLYMOUTH Savoy, Plaza and Belvedere 8	15-18	27-32	17-20	10°bte	CaP	35	16-20@4000	23.5-28@16"	50N	St	6-7	12	18	8	8°bte
PLYMOUTH Fury	15-18	36-40	17-20	8°bte	CaP	35	14-18@2000	18-23@18"	50N	St	6-7	12	18	17	17°bte
PLYMOUTH Golden Commando	15-18	36-40	17-20	8°bte	VD	35	18-22@4000	23-29@16.5"	50N	Ca	6-7	Au	Au	Au	15°bte
PONTIAC Chieftain and Super Chief	16	25-32	19-23	6°bte	CaP	33-38	30@4600	21.5@13"	53N	RP	5½-6½	Au	Au	Au	22°bte
PONTIAC Star Chief and Bonneville	16	25-32	19-23	6°bte	CaP	33-38	30@4600	21.5@13"	53N	Ca	5½-6½	Au	Au	Au	30°bte
RAMBLER 6	16	28-35	19-23	5°bte	VD	33-37	20-24@4200	23@17"	45N	Ca	4-5½	12	18	12½	12½°bte
RAMBLER V8	16	28-32	19-23	5°bte	VD	33-37	34-38@4000	25@15"	50N	Ho	4-5½	12	14	12½	12½°bte
RAMBLER Ambassador	16	28-32	19-23	5°bte	VD	33-37	34-38@3800	22@16"	60N	Ho	4-5½	Au	Au	Au	12½°bte
STUDEBAKER Scotsman 6, Champion 6 and Silver Hawk 6	20	35-40	17-20	2°bte	VD	28-33	14@2800	18@12"	50N	Ca	3½-5½	C	C	C	15°bte
STUDEBAKER Champion 8, Silver Hawk 8, and Commander Provincial	13-18	28-34	19-23	4°bte	VD	33-38	24@2400	16@12"	50N	St	3½-5½	A	A	A	11°bte
STUDEBAKER President 8	13-18	28-34	19-23	4°bte	VD	33-38	24@2400	16@12"	50N	Ca*	3½-5½	A	A	A	11°bte
STUDEBAKER Golden Hawk 8 Supercharged	13-18	28-34	19-23	4°bte	VD	33-38	24@2400	16@12"	50N	St	6-7	A	A	A	11°bte

## ABBREVIATIONS

—Mechanical tappets: Int. .012, Exh. .018.

A—23-28 hot.

Au—Automatic.

b—25°bte special cam.

—With dual carbs. 20-24@4800 with one 4bbl. carb.

—Optional camshaft (used with mechanical tappets), 35°bte.

—4bbl.

BB—Bal. and Bal.

bte—Before top center.

C—18 cold.

Ca—Carter.

CaP—Crankshaft pulley.

D—Ford or Holley.

E—Ford or Carter.

FW—Flywheel.

Ho—Holley.

N—Negative.

NA—Not announced.

RP—Rochester Products.

St—Stromberg.

T—4°bte Std. or O. D. Trans.

6°bte Automatic Trans.

to—Top dead center.

VD—Vibration damper.

W—3°bte Std. or O. D. Trans.

6°bte Automatic Trans.

X—Windsor 8°bte.

Saratoga 6°bte.



# *The biggest, boldest move any car ever made ... and Chevrolet dealers have it!*

The '58 Chevy's getting the biggest welcome of all! Crowds are coming in to see it—and they're buying in record-breaking numbers. Never before have they seen a car that's so wonderfully new in so many different ways!

The year's newest car, the newest car in years—that's the '58 Chevrolet! It's lower, wider, nine inches longer, with airy new gull-wing styling.

**New Turbo-Thrust V8.** For 1958, Chevrolet takes the wraps off an engine that's so new it even looks different! Chevrolet's new Turbo-Thrust V8\* with Wedge-Fire design brings a new, velvet-smooth brand of 250-h.p. action that's as frisky as Chevy

looks. And when Turbo-Thrust is teamed with Turboglide\* drive, Chevrolet offers the quickest, smoothest combination on the road.

**A magnificent new ride.** Two, in fact. Chevrolet for 1958 has a standard Full Coil suspension and, for the first time in the field, a new Level Air\* ride. A new body-frame design cradles you closer to the road.

There's new 6 and V8 power. Improved transmissions, including Powerglide\*! A new foot-operated parking brake. New 8-lamp effect in front.

And Chevrolet offers two new super models—the Bel Air Impala Sport Coupe and Convertible. Buyers who look for luxury will find it here in full measure.

The '58 Chevrolet is the biggest, boldest move any car ever made. And America knows it! ... Chevrolet Division of General Motors, Detroit 2, Michigan.

*\*Optional equipment at extra cost.*

## ALMOST TOO NEW TO BE TRUE!

## '58 CHEVROLET!

## '58!



*Bel Air Impala Sport Coupe with Body by Fisher, of course, and Safety Plate Glass all around.*

## Direct-Mail Triggered

(Continued from page 43)

and sales.

Direct-mail costs \$700 a year, a small price for the good-will it creates and the steady customers it brings, according to Shepherd.

He recalled how many women customers commented on the kitchen measuring stick they had found useful in food preparation, and how many non-customers requested copies of a football schedule they had seen in the hands of

regular Greenwood Esso's customers. Many bought gasoline and became regular customers after being added to the mailing list, he said.

In July, tires are promoted by direct-mail. Greenwood Esso features mass tire displays around the station, with a new tire beside all pumps. Each station attendant observes every tire, as a car rolls in, for smoothness and wear, as does the mechanic when he gets a car on the lift.

The upper half of his perforated service ticket becomes a postcard

when detached. Here information is recorded as to the date when a car was last serviced. Some 20 of these postcards are mailed each day, taking just a few minutes of Shepherd's time.

"People appreciate the reminder and turn up for lubrication. My feeling is that most people like to keep their cars in good running condition and want to take care of them. A postcard or any piece of helpful direct-mail brings them in," said Shepherd, estimating that 80% respond to lubrication notices.

"We give complete inspections during a grease job, and cars coming in on a lubrication notice usually need something more," he said.

Shepherd recalled a customer who drove in for lubrication after receiving a postcard. The customer complained of hard starting. A complete inspection revealed broken porcelain on two spark plugs, defective battery cables and a leaking fuel pump. He was sold a motor tune-up, oil change and filter and new battery cables, all of which totaled \$33.

## Adjusting Thunderbird Top

(Continued from page 54)

Lowering convertible top:

1.—Move the seat fully forward and fully down. Open both doors. Tilt the seat back forward.

2.—Unsnap the tonneau cover from the floor and back panel fasteners, fold the cover up and the corners in, then place the cover on the upper back panel.

3.—Unfasten the side toggle clamps first, then the front toggle clamps and the rear rotary clamps last. Be sure to place the rear rotary clamps in the locked position after they are unfastened in order to prevent damage to the rear window when the top is stored.

4.—Lift the top off the header and swing it back to a vertical standing position.

5.—Unlock the over center links and stack the top on the upper back panel.

6.—Swing the rear of the stacked assembly up, then lower it into the storage space.

7.—Unfold the tonneau cover and snap it in position at the back panel and on the floorpan.

## Beaty Dies in California

Samuel B. Beaty, Sr., founder of Beaty Chevrolet Co. in Knoxville, Tenn., died recently at his home in Corona del Mar, Calif., where he had lived since 1952. He was 73.

# Vivacious

Taina Elg, co-starring in  
the Sol C. Siegel production

## "Les Girls"

AN MGM RELEASE  
in CinemaScope and Color

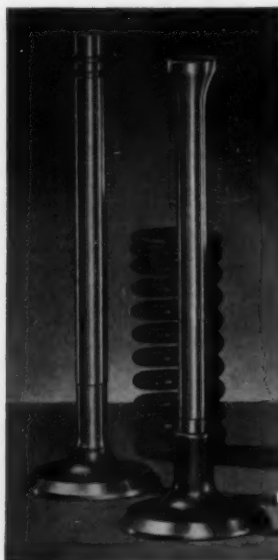


popular performers  
in another field . . .

# Manley

airchrome valves and springs

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# **MORE** STRETCH!



**"SCOTCH" Brand Masking Tape** has the extra s-t-r-e-t-c-h that means faster masking of curves and contours. And "SCOTCH" Brand sticks tighter. Its instant-grab adhesive gives clean, sharp separation without paint "bleed" or creep-under.

*You'll like the easy way this tape goes on . . . and the neat way it strips off—no messy residue.*

**Order from your jobber now!** Start enjoying the top-notch results you get only with "SCOTCH" Brand Masking Tape. Look for the red plaid on the core to be sure you're getting America's No. 1 masking tape . . . "Scotch" Brand!

**3M Automotive Products**



**MINNESOTA MINING AND MANUFACTURING COMPANY**

...WHERE RESEARCH IS THE KEY TO TOMORROW



## Rambler American

(Continued from page 34)

struction, "body-dip" rust preventative to prolong the life of the car's body, the Weather Eye heating and ventilating system, and others.

The Rambler American two-door Club Sedan will be available in the De Luxe and Super series. In addition, fleet buyers will be offered a De Luxe business coupe by the company.

Seats have full coil-spring construction for maximum comfort. Foam rubber on the front seat is standard on Super models and optional on others. The back of the front seat is split off-center so that the third person in the front seat will not be sitting with the seat separation at his back.

The round instrument cluster is directly in front of the driver for easy readability of operating gauges. The 12-volt transistor-powered radio is positioned in the center of the instrument panel. A large pull-out glove drawer is located below the right side of the instrument panel.

## Going to Blow Hotter

(Continued from page 37)

head drills. Accurate scales, suitable for weighing freon as discharged from a large drum, are recommended. However, freon is now available in one-pound cans and this often eliminates necessity of weighing the charge.

Some other shop equipment, and a number of small tools, are used in air-conditioning service, but these are normally available in most shops. Special tools and equipment needed should not involve over \$500. Everything used in this type of service should be on rollers so it can be moved from job to job within the shop.

Day points out that anyone considering air conditioning for the sales profit must also assume full service responsibilities. Without service at the point of sale, buyer interest would evaporate and, furthermore, unit warranty would be worthless without service. Then there is the additional advantage of contacts.

"In the summer months, half of our shop volume is air conditioning," he said.

"And in all the air-conditioning failures we are called upon to correct, two in four units give trouble because of faulty installation.

"Even so, the air-conditioning business is much easier than it was

when I started in 1955. Units are made better, factories back their products.

"We are qualified to service, and do service, any make that comes along. Any thoroughly qualified mechanic can do the same because the refrigeration cycle is approximately uniform, regardless of make. The principal differences are in manner of construction and means of control.

"In my estimation, a line mechanic cannot become a highly qualified air-conditioning mechan-

ic merely by attending a school that specializes in automotive air conditioning for a period of only four or five days. There isn't time in such a course to go deep enough into the theory and practice of refrigeration.

"Some years ago I went to Chicago to a school and, finding time on my hands and an available course in refrigeration, I took the course. It ran for about 30 days and I have never regretted it. Although I hadn't practiced in the field of refrigeration, when auto-



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● WORLD BESTOS "PF" (Prescribed Friction) brake lining helps build your reputation as a brake specialist . . . it's the *safest, most dependable* lining you can put on any car.

*here's why...*

WORLD BESTOS "PF" dry-mix brake lining sets are made up from 7 different friction formulas . . . to give you *exactly the Right Combination* of friction qualities you need for every car that comes into your shop. *Prescribed Friction* sets give your customers longer lining life, positive fade control, quick recovery and *Safe Stopping Power* for today's hazardous driving conditions.

Get full details and prices—Call your World Bestos Distributor

# WORLD



motive air conditioning came along I found that I had an excellent basis for this field of service.

"Real good automotive air-conditioning mechanics are not made in four or five days. My personal opinion is that a man should first attend a good school for at least 30 days. To be really good, he should have that training first. Then he should take the short course in automotive air conditioning.

"In the case of the man who wants to be a top air-conditioning mechanic, I think it would be best

for him to pay his own, hard-earned money for such instructions. If he parts with his own money for that education, he's going to get all he can out of it. If someone makes him a present of the equivalent or any other course, he's not so likely to appreciate it nearly as much, nor apply himself so diligently.

"This is a good business with great profit possibilities. It's just getting started, it has wonderful future. To anyone getting into automotive air conditioning, I want

to recommend, as strongly as possible, adequate and thorough preparation. Without it, there will be a lot of headaches."

### Boost Trade-In Sales

(Continued from page 40)

ticular listing, we emphasized that sale of any new Mercury would bring 25 points to the salesman, while a new Lincoln from stock, 250 points. About 30 new cars, in stock on our lot for more than 30 days and which we were eager to sell, were tagged at 150 points each. Others selling for over \$194 brought 40 points each, while an assortment of hard-to-sell, off-brand makes varied from 50 to 300 points each.

In effect, the number of points allotted a car is determined by the make and length of time it has been sitting around. And if, during the course of a contest, I feel that a car needs an added nudge with points, it's added to the list. And we raise the number of points on any car whose cost to us in valuable space may concern me.

Naturally, our salesmen go after those cars scoring the highest points. Whoever makes top place gets \$500; second place, \$300; third place \$200, and fourth place, \$100. We have six outstanding salesmen—topnotchers, every one—who vie keenly for that first prize. At the end of a 30-day competition they are all so close to the top that frequently the sale of only one car is involved in the final decision.

On one occasion when two of our salesmen tied for first prize, they split between them the first and second prize total of \$800. Each of our salesmen earns annually between \$8,000 and \$9,000.

Within four months of the introduction of the point system, we had a 15% gain in car sales. And the initiative and hard work of the sales force continues to bring in customers, as do our three weekly newspaper advertisements.

As any dealer knows, the faster his turnover, the more profit he realizes. We do not wholesale any used cars. We believe that the money today lies in retailing them. You hear about dealers who overallow on an old car to sell a new one. The margin between wholesaling that unit and his allowance for it is so small that it is necessary to sell twice as many new cars to stay in business. The difference between wholesaling and retailing can more than take care of repair, salesmen's commissions, overhead

## ...STOPPING POWER

Save Shop Time—WORLD BESTOS Bonded Brake Shoe Sets save installation time—help you build service volume.

"PF" bonded brake shoes are available in clearly labeled, packaged, 4-piece, single axle sets for all passenger cars.

"PF" Segments also are packaged in 4-piece, single axle sets for riveting or bonding.



or write direct to WORLD BESTOS, NEW CASTLE, INDIANA

# BESTOS

and a good margin of profit, as well.

Let me use a hypothetical example to make a point:

The average dealer figures on a wholesale profit of \$300 per unit on a new car, after wholesaling a used car. On the other hand, if he trades on a new car and retails the trade-in, he can get enough to pay all the repair expense, commission and advertising, and clear \$200 additional in profit on the deal.

Because our point system has been so effective in our car turn-

over, we have greater freedom to do business. When we formerly had four or five '55 cars in stock, and a man came along with another '55, we either refused to trade or resorted to that questionable practice of overallowance. Today, we can take any trade on a car that comes in.

We keep a blackboard in the office and post each salesman's score beside his name. As a car invoice is made out, the number of points it brought the salesman involved is recorded on the invoice and in the

bookkeeper's record. Salesmen, in turn, watch their scores daily and those of their colleagues, with competition running keenly among them. Each man devises his own means of turning a prospect into a sale. We hold no sales meetings. Our competent men are ever on their toes and make profitable deals for us because they know their job and have the energy and enthusiasm to fulfill it.

Our 135' by 135' used-car lot concentrates our cars in one area. Three times weekly I carefully check the lot to determine what's on hand and for how long. A sure-fire way to get rid of a "lingering" car is to increase its points. Each salesman immediately spots its premium position and the resulting challenge sets him off.

Our point system has stood the test for more than a year now and has more than proven itself.

#### Orlando Picks Chance

Grady Chance of Orange Buick Co. is the new president of the Orlando (Fla.) Automobile and Truck Dealers Association. D. C. McNamara, Orlando Motors, Inc. (Dodge-Plymouth), is vice-president; Charles Flynn, Central Florida Motors Co. (Lincoln-Mercury), secretary, and L. W. Zoller (attorney) is treasurer.

Retirement of Ivan L. Wiles as executive vice-president of General Motors has been announced by President Harlow Curtice. Wiles began his career with GM when he joined Oakland Motor Co., predecessor to Pontiac Motor Division, in 1928 as an accountant, rising in three years to assistant comptroller of Oakland. In 1932 he moved to the Buick Division, where he became comptroller in 1941, and in 1946 succeeded Curtice as general manager of Buick. His appointment as executive vice-president in charge of dealer relations came in March 1956.





## assuring you complete coverage

Because of our original equipment experience,  
we can assure you a full replacement cap line.

Stant maintains that tradition with the new R-16  
for air-conditioned Chrysler family, Hudson, Nash  
... the new *non-vented* G-38 and G-81 for 1958  
Chevrolets and Pontiacs ... and other new caps.

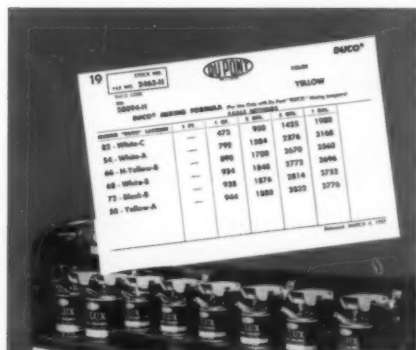
Write for catalog to  
**STANT MANUFACTURING CO., INC.**  
Connersville, Indiana,  
... naming your jobber.

used on America's Finest Automobiles as  
Standard Equipment for a generation






## End matching problems with Du Pont color service ... save time, money, materials



**EVEN JOBBER-MIXED COLORS** are accurate when made to Du Pont color formulas. Exact weights, ingredients and laboratory-accurate formulas ensure matches for even out-of-date and custom colors.

You can forget about color-matching problems when you use factory-matched **DUCO®** or **DULUX®** colors. These dependable formulas ensure truly accurate color matches, for they are made to meet car makers' standards.

"Duco" Lacquer comes in more than 1,200 colors for quick, convenient matching. And it's quick and easy to apply . . . sprays on smooth, gives full coverage, polishes quickly to a hard, brilliant gloss.

"Dulux" Enamel, too, meets the same high standards of performance. Because of its economy and rugged beauty, "Dulux" is the first choice for over-all jobs on commercial vehicles and for panel repair and reconditioning of used cars. It covers fast, needs no compounding, and provides quick, sure results on every job.

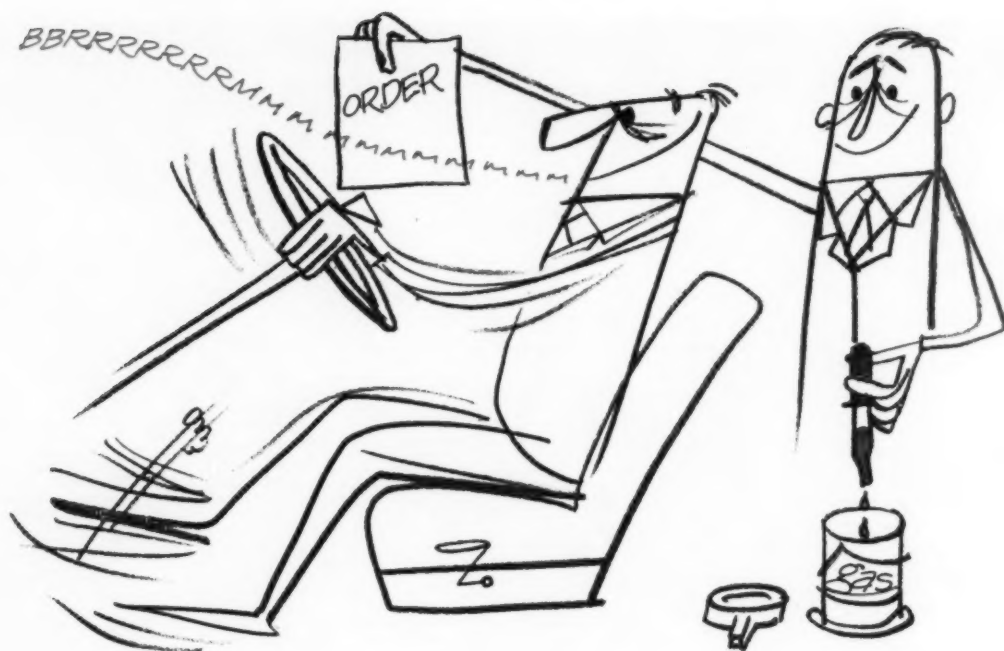
For fast, controlled color matching and for savings in time, money and materials, specify Du Pont "Duco" or "Dulux" every time you order color.

## Du Pont Refinishing Materials

chemically engineered to do the job better



BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY



## put your customer in the driver's seat — *but you control the deal*

"Controllability." Big word... big advantage... and yours with Associates PLEASANT PURCHASE PROGRAM! From contact to sales contract... YOU control the deal.

YOU obtain the credit information, and keep the deal under YOUR roof until your customer's tail lights disappear in the distance. Our local office has only one objective: to work "hand-in-glove" with you—speed your deal through, help you close that deal in any way we can—and as quickly as possible.

Why not ask the "man from Associates" for all the facts today?



*The Old Sage says...*

"The ability to control that deal from conception to conclusion means added cash for you."



# Associates

SOUTH BEND, INDIANA

"We Care for Our Own"

ASSOCIATES INVESTMENT CO. — ASSOCIATES DISCOUNT CORP. — ASSOCIATES DISCOUNT (CANADA) LTD. — EMMCO INSURANCE CO.





## American Hammered's new Stainless Steel Oil Ring won't fatigue under heat!



Stainless steel—and only stainless steel—will retain its original built-in tension at engine operating temperature. Carbon steels lose their tension under the tremendous operating temperatures of today's high compression engines. Because they do, American Hammered's stainless steel oil ring outperforms all carbon steel oil rings. It delivers maximum oil control at all times.

Extra large pads on the expander

hold the side rails tightly at the rear, prevent oil being sucked around the back of the ring—make it positively side-sealing. No smoking even under deceleration.

Stainless steel cannot corrode... will not sludge or clog. And this new oil ring is matched with a pre-seated chrome compression ring in every American Hammered Krome-Oil Piston Ring Set. They break-in instantly.



### AMERICAN HAMMERED

AUTOMOTIVE REPLACEMENT DIVISION • 2001 Sanford St., Muskegon, Mich.  
Manufacturers of American Hammered Automotive Replacement Piston Rings  
A Division of Sealed Power Corporation

# Readers are invited to contribute to— **SHOP TALK**

## BLAME THAT SLANT

Today's slanted windshields are getting the blame for major surgical problems following car accidents.

In a report to the American Society of Plastic and Reconstructive Surgery, Dr. Frank Pirruccello of

Northwestern University Medical School cited increasing speed and the modern large slanting windshield for the current increase in facial injuries.

He advocated the use of an "inside" windshield to be made of a flexible laminated transparent material and placed about a foot be-



A column of informal comments about the automotive trade and its problems.

hind the regulation windshield. It might catch the face and save it from injury if a crash occurs, he said.

With windshield injuries on the increase, women and young girls occupying the "mutilation seat" next to the driver are the ones most frequently injured.

## THE BIG SURPRISE

Anyone who attempts to appropriate the hubcaps on a car belonging to Eldo McLaughlin of Albuquerque, N. M., will get a shock!

McLaughlin's hubcaps are wired with a stiff electrical jolt. A shock is also in store for anyone who tries to open the doors, the hood or the trunk.

And, as a final discouraging feature, the horn begins to blow if the circuit is interfered with at all.

## A 50-YEAR MAN

Fifty years in the automobile industry and still going strong! That's Lee A. "Cap" Folger, Buick dealer of Charlotte, N. C., who celebrated his golden anniversary last month.

Born in Ruse County, Ind., in 1885, Folger entered the automobile business Dec. 24, 1907, as secretary of Carolina Motor Co. in

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.



**HRC**

\*Heat Resisting Compound

+



**X**

=



**EIS**



**"E" Series CUPS**

**WITH XPANDERS..**

**THE DOUBLE INSURANCE**

**YOU NEED TO MAKE WHEEL CYLINDER WORK SAFE!**




USE EIS FAMOUS RIBBED CUPS where applicable on Chrysler Products and many truck wheel cylinders. They're furnished on all EIS master cylinder pistons — in kits or cylinders.

EIS PLAIN CUPS with heavy walls and wide flares are available to those who still want them. They're moulded of HRC\*, of course!

**NEW!** 

**EIS Filler-Type CUPS** with Xpanders for vertical-mounted cylinders.



ASK YOUR JOBBER ABOUT ALL EIS CUPS!

Greensboro. He went to Charlotte in 1909 as vice-president and general sales manager of C. C. Coddington, Inc., where he remained six months, leaving to become sales manager of Gordon Motor Co. in Richmond, Va.

He returned to Coddington in 1912 where he remained until the firm was liquidated in 1929 following the death of the owner.

Next came a series of appointments with General Motors' branch operations in the Carolinas, culminating in zone managership of the Buick - Oldsmobile - Pontiac Sales Co. in Charlotte.

On Oct. 1, 1937, Folger re-entered the retail field in Charlotte with the Buick franchise under the firm name of Lee A. Folger, Inc. On Dec. 2, that firm began 50th anniversary celebration which continued through Dec. 24.

In a letter congratulating Folger, Walter A. Deal, Buick dealer of Asheville and president of the North Carolina Automobile Dealers Association, said:

"Dear 'Cap' Folger:

"On behalf of all the present and past automobile dealers of the state of North Carolina, I feel this is a great personal privilege to be able to congratulate you on your Golden Anniversary Jubilee.

"There are hundreds of men in the retail and wholesale automobile field who have over these 50 years asked for and profited by your sound judgment and helping hand.

"Twenty-five years ago at the low ebb of the great depression, I remember so well standing before your desk and asking your advice. That day was a turning point in my life. I, as many others, shall always be indebted to you.

"Along with your hundreds of friends, we, the dealers of North Carolina, stand as one body to give you our praise of this celebration so justly earned.

"Sincerely yours,  
"WALTER A. DEAL"

### CARS FROM RISING SUN

Japanese passenger cars are being exported to the United States for the first time, following intensive research and studies of American markets by Toyota Motors.

Last month several scores of Toyopet Crown De Luxe cars were shipped to Los Angeles where they will be handled in that area by an affiliate company.

Favorable acceptance of a shipment of sample cars presumably influenced the company to step up its export program. Future exports will be gauged accordingly.

Slight alterations — such as moving the steering wheel from the right side to the left—preceded the exportation.

### SHE DRIED 'EM

When her car wouldn't start, Mrs. Kay Beall of Dallas, Texas,

proved she knew what to do.

With her hair dryer connected to an extension, she dried the wet points and plugs and the engine kicked off immediately.

### Mississippians Set Convention

The annual convention of the Mississippi Automobile Dealers Association will be held Nov. 16-18 at the Buena Vista Hotel, Biloxi, Manager Carl G. Wallace announced. W. T. "Buster" Brown of Greenville is the president.

# Shurhit

## World's Finest



## Ventilated Contact Sets

Tune-up starts at the heart of an ignition system — the distributor. Always replace BOTH the points and condenser. Shurhit's catalog lists Regular and Ventilated Sets for every Ford, Mercury and Lincoln replacement need.

Shurhit Contact Sets and Condensers look better and perform better — because they are MADE better. They have larger contact area, Nylon rubbing blocks, line bored bushings, stainless steel springs, nickel plated bars, precision alignment. That's why mechanics everywhere say Shurhit is the "world's finest ignition."



### Shurhit PRODUCTS, INC.

WAUKEGAN, ILLINOIS  
WORLD'S FINEST IGNITION



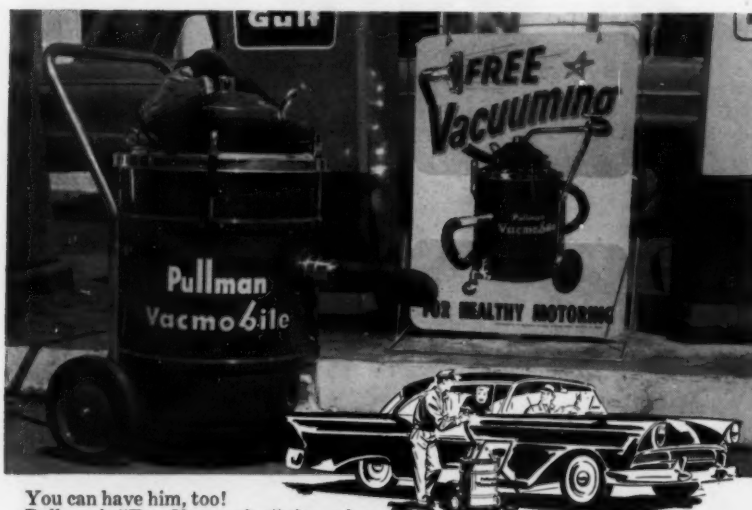
Dear Bill,

Another day, another dollar--profit, I hope. The Old Man dropped in for another bull session at our last shop meeting and gave us a knock-down of the daily account sheet the bookkeeper puts on his desk every morning. He proved to us that "everything ain't gold that glitters" and that our sweat and toil doesn't always mean profit.

He isn't the kind of a boss that attends our meetings to sound off just when things look dark, and then give us a wide berth when the



## Would you pay 40¢ a day for a **TOP-NOTCH SALESMAN** for your Station?

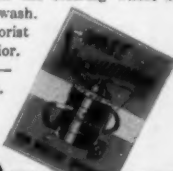


You can have him, too! Pullman's "Free Vacuuming" sign, advertised in Life, and free with every Pullman Vacmobile, can be a "silent salesman" to draw in new customers and help keep your regular ones.

Place this sign in your station. Set up your Vacmobile near your air hose or island. Use the vac when time permits, or even let those motorists that prefer, vac their own cars. Read our free booklet which tells you how your vac can get cars on the lubritorium where the profits are. You'll soon see your business grow.

### BUSINESS BUILDER!

Hang this small reproduction of the "free vacuuming" sign on the steering wheel of cars you lube or wash. Reminds the motorist of the clean interior. Customers love it -- and they'll be back. It's another first from Pullman.



**COST 40¢ A DAY**  
**\$12 A MONTH FOR**  
**12 MONTHS**  
**\$144 COMPLETE**

# Pullman

**PULLMAN VACUUM  
CLEANER CORP.**  
25 Buick Street,  
Boston 15, Mass.

### EXCLUSIVE PULLMAN FEATURES

- Patented Accordion Hose of tough Neoprene stretches to seat and trunk without moving VAC . . . not damaged by oil or if run over by cars.
- Converts to blower in seconds.
- Big wheel mobility. Glides easily over sills, up ramps, down steps at the touch of a finger. Turns on a dime and with coaster brakes too.
- Fully equipped at no extra cost.

( ) Have a sales representative call to demonstrate the Pullman Vacmobile and show me your new FREE sign for my station.

( ) Send me Pullman's free booklet "How to sell more oil, oil filter elements, lubrications, TBA items". SA-1

Name \_\_\_\_\_  
Station \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

sun comes up. But these daily account sheets are like a graphic picture to him, whereas they look like just so many turkey tracks to us.

He told us in advance that the previous month had shown a nice profit and there was a good chance of our finishing in the black this month, but since this particular sheet demonstrated so clearly that a lot of hard work and, apparently, considerable traffic is moving through the door, it can add up to a loss.

He said we would charge this loss off to the flu bug, for that was the original cause of it all, since the flu has several of our mechanics sacked-in this week. But since it so graphically proved that our whole shop operation is geared to keeping both the line mechanic and the specialty departments humming, he wanted us to see that supervisory, record-keeping, clean-up and parts crew members are operating profitably only when their efforts are meshed with the output of the mechanics.

With the mechanics out of the picture we have dead floor space, no one to supervise, supply, clean up after--or to charge for their work.

That was exactly what happened this week with several of the line boys off duty. The remaining mechanics had to handle jobs they were not familiar with, so they missed flat rate rather consistently. Guys like me who have been working the floor for so long we've lost track of our wrenches always like to put our shoulder to the wheel when work stacks up, but we had to face it: we can't do the jobs profitably, and while we are helping out with the nuts and bolts, the work-order writing suffers. That is something of an art, too, it seems.

In fact, the boss recognized our dilemma from the first; said he wanted to acknowledge and thank us for knocking ourselves out tak-



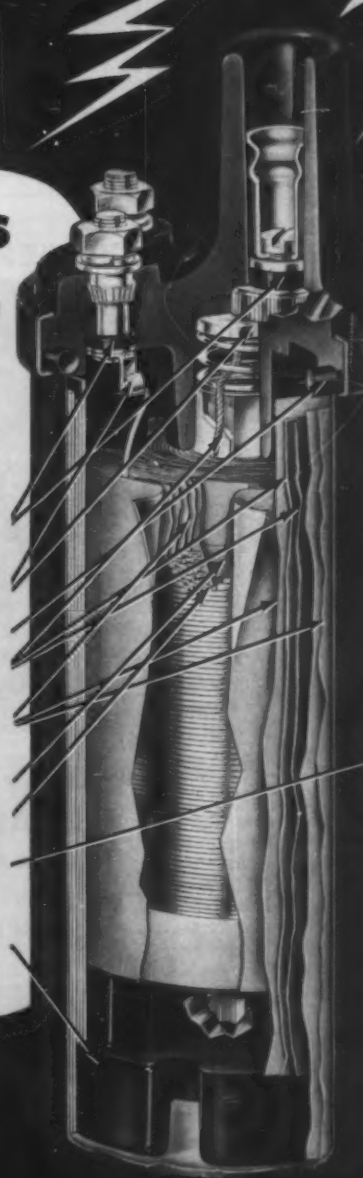
# 12 OIL FILLED COILS

**EACH ENGINEERED FOR THE  
INDIVIDUAL 6V. OR 12V. SYSTEM**

For maximum Coil efficiency and longer Contact life, the Coil primary, secondary and core must be balanced to the Distributor cam and cam dwell. Each ECHLIN Oil Filled Coil is precisely designed for use in the specific system for which it is cataloged.

**YOU CAN'T  
BUY A BETTER  
COIL AT ANY  
PRICE!**

OIL RESISTANT  
BUNA N GASKETS  
SOLDERED PRIMARY AND  
SECONDARY CONNECTION  
BUNA N "O" RING SEAL  
LAMINATED CORE  
INSULATION-OIL  
IMPREGNATED UNDER  
HEAT AND VACUUM  
SECONDARY WINDING  
PRIMARY WINDING  
SEAMLESS DRAWN  
STEEL CASE  
PHENOLIC BASE  
INSULATOR WITH OIL  
CIRCULATING PASSAGES



ADVERTISED IN  
The Saturday Evening  
**POST**



# ECHLIN



*Ignition*  
CONTACTS  
COILS • CONDENSERS  
& OTHER AUTOMOTIVE  
ELECTRICAL PARTS

ECHLIN MANUFACTURING COMPANY • NEW HAVEN 5, CONN. • U.S.A.  
ECHLIN IGNITION OF CANADA LTD. • 56 CONNIE ST. • TORONTO 15, CANADA

ing care of the urgent work we couldn't stall off until next week, and his tally sheet showed him we moved through a goodly number of repair orders in spite of the mechanic shortage. But he thought the picture of the cost of opening the doors each morning against what we could clear by working ourselves into a lather on strange jobs came up with so much red ink, he thought we'd like to see it so we could appreciate how important a well-organized shop crew was to a profitable operation—like he did.

We had doubtless saved a lot of customers from troublesome delays, but we had lost money for the week while we were doing it. Which is just one of those things, and we'll be glad when the boys get back to their benches.

But the boss wasn't through with us yet. Just so we wouldn't feel too bad, he said he recalled when we had another freak sickness epidemic hit us and at that time it was the supporting crews that took it on the chin. He said that with a full complement of mechanics hit-

ting the ball on the line and then trying to pinch-hit in the other departments — there was another streak of red ink for the period. So it is six of one and half a dozen of the other, when it comes to trying to work the one hand while the other is sick abed.

Yrs,  
Ed.

## How We Up Volume (Continued from page 39)

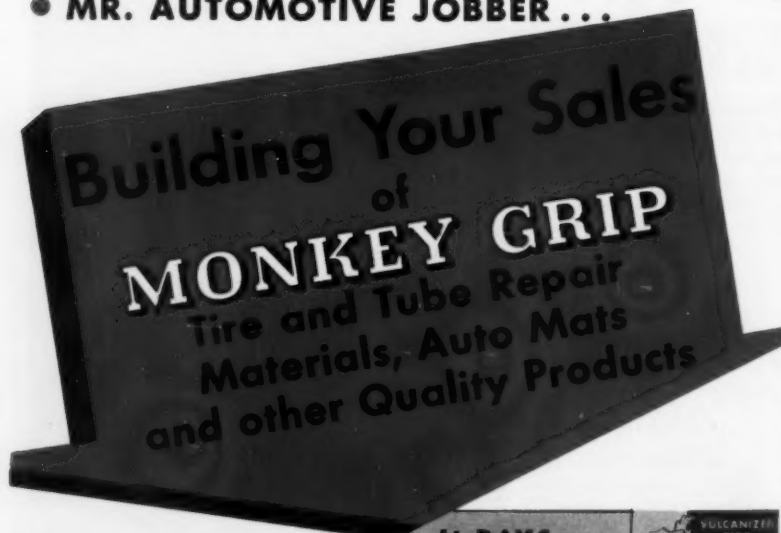
and should be corrected. Can you return tomorrow or may we pick it up and make the necessary repairs?"

There are times in our shop when the customers are piling in so fast that the service advisor can't spend much time "spotting." We overcome this by having a "P.M. Inspection" as we call it. Using a special preventive maintenance form, he inspects each vehicle which is awaiting its turn in the shop and lists the items that may require service. These forms are in duplicate so that if the owner cannot be reached by phone during the day, a copy is attached to the repair order and the original is given the service advisor so he can discuss it with the owner at some future date.

Many people ask me, "How do you keep so many people coming into your shop?" Good direct mail, seasonable specials, prizes of one sort or another — all these help. We do one thing, however, that gives us a marvelous chance to do a lot of "spotting" and a lot of selling and that is this: Every time we sell a new car, we give the owner a free lubrication card for the life of his car as long as he owns it. This doesn't cost so much, but it brings the owner back to your shop, where you can "spot and sell." Through this one medium, we keep four lube racks busy all the time. By "spotting," we sell lots of 10,000-mile or once-a-year lubrications at \$6 plus, and 20,000-mile or once-every-two-years at \$12.50 plus, with total returns from this department of about \$2,500 per month.

I can't tell you how much more per man we produce by our "spotting" and selling. I do know that our repair orders consistently average over \$12 in labor alone. And I know that is well above the average of Chrysler Corp. dealers. I also know that our labor volume has shown a consistent growth, in proportion to the number of owners in our territory. So I can say

## ● MR. AUTOMOTIVE JOBBER...



- A consistent program of Trade Paper advertising and Dealer Promotion is creating acceptance and prestige for Monkey Grip tire and tube repair materials, auto mats, friction tape and other automotive rubber products. Get the full line and profit more! Write for complete catalog.



**It PAYS to VULCANIZE**  
PUNCTURE REPAIRS  
With  
**MONKEY GRIP**  
"SIZZLE"  
PATCHES

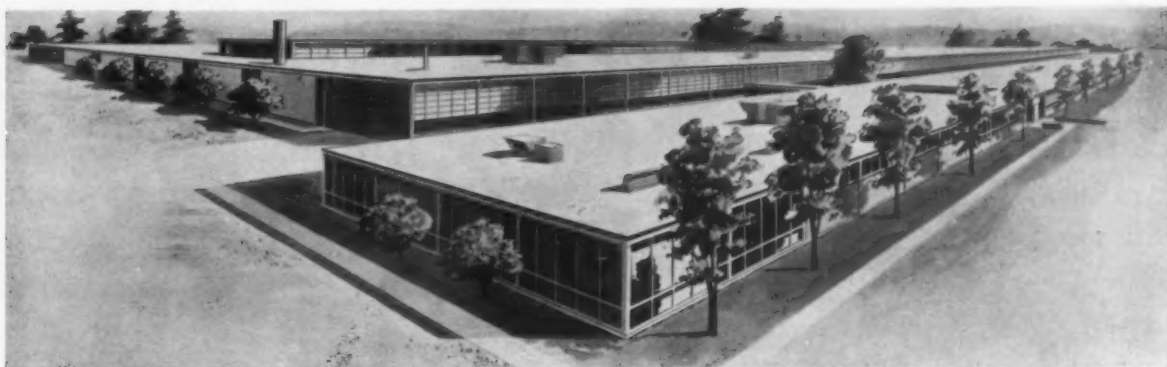
1. Each patch protected by moisture proof polyethylene cover.
2. "SIZZLE" patches are made on the patch to plug the hole.
3. The heat bond is easy to light and burns evenly for thorough vulcanizing.

**...the Safe, Sure way for permanent repairs**

To be safe and permanent, the repair should be thoroughly cured. The **SURE** way is to Vulcanize... then you **KNOW!** So, why take chances? "SIZZLE" PATCHES make it so easy—and no other method is more satisfactory.

See your Jobber or write for catalogue and complete information... **NO DELIVERY.**

**MONKEY GRIP SALES CO.**  
P. O. BOX 6170 • DALLAS, TEXAS



Ramsey Corp.'s new multi-million-dollar plant, located on 57 acres in Manchester, Mo., 15 miles west of St. Louis, is built around a scientific "work - flow - pattern" wherein all products and materials are handled without delay — the right material being moved to the right location immediately. Said Vice-President and General Manager William S. Mahoney, "Our new plant, together with the Sullivan, Mo., plant, plus the new warehouse and distribution center in St. Louis, increases Ramco and Thompson's production facilities more than 80%." Ramsey Corp. is a subsidiary of Thompson Products, Inc.

positively that selling that "extra job" has paid off in our service department, and I know other good shop operators who report the same thing.

Good, honest, cheerful service must be performed to keep your customers coming back. Once they are back, put that salesmanship to work and watch those shop profits climb.

Your dealership's future may well depend on the job done in your service and parts departments in the future. When you realize and admit this fact and devote your own time to train your service personnel to sell, sell and sell, you have arrived as a dealer. Remember, to survive the future critical years, you must Sell, and you must Serve.

#### Fort Worth Elects Webb

Elmo Webb of Sanford-Webb Motor Co. has been elected president of the New Car Dealers Association of Fort Worth (Texas). Other officers are Basil Roper, Texas Motors, first vice-president; Ernest Allen, Jr., Ernest Allen Motor Co., second vice-president, and Wendell Henderson, Mastin Motors, secretary-treasurer. Obel McAlister is manager.

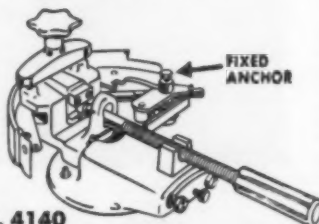
**GRIND EVERYTHING THE WAY**



**Model 2000**

**"SAFE-ARC" BRAKE SHOE GRINDER**

Handle ALL brakes on ALL cars. Grind lining with or without grooves, for adjustable or non-adjustable anchors or for the "Center Plane" brake. Cam grind or grind to exact arc of drum or any oversize as required. Range includes shoes for drums 8" to 17". **FAST — CLEAN — EASY TO USE.**



**No. 4140  
FIXED ANCHOR SHOE CLAMP**

Cures diving and pulling. Necessary accessory for Model 2000 to grind shoes for 1955-57 Chevrolet, Nash, Packard, Hudson, and 1956-57 Ford, Lincoln and Mercury. Can be used on any Safe-Arc Grinder, Serial No. 2560 and later.



**NEW! No. 4550  
LINING GROOVER**

Where manufacturers recommend grooving the lining down the center — this accessory will do the trick! Fits ALL Ammco

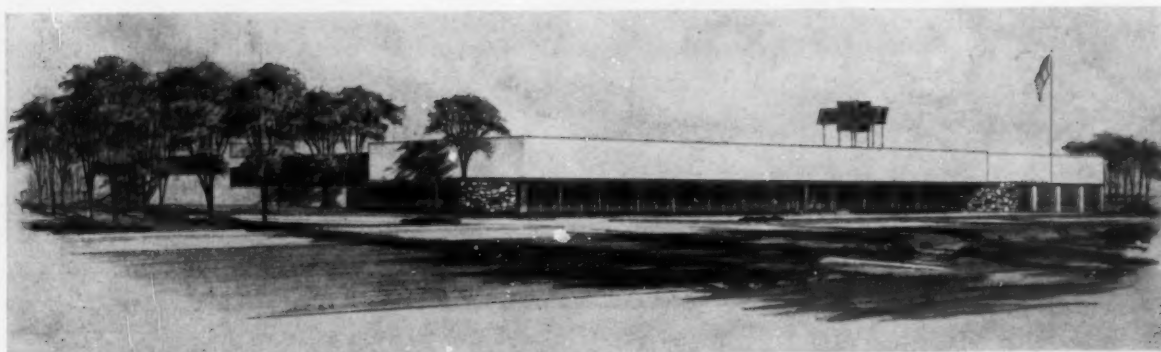
Model 2000 "Safe Arcs."

#### PRODUCTION EQUIPMENT

For those engaged in production brake shoe grinding, Ammco "Safe Arcs" are available with 1/2 or 1 h.p. motors. Also available, is the No. 4290 "Quick-Air" Shoe Clamp to provide air-powered shoe clamping. Fits all Ammco "Safe Arcs."

**AMMCO TOOLS, INC.**

5110 C. ...



This is an architect's sketch of the modern, one-story Birmingham, Ala., zone office and warehouse building on which Chevrolet has started construction. The building is being erected on a ten-acre tract fronting on the intersection of Bankhead Highway and Maple Street in Irondale, Birmingham suburb. In addition to being a zone office, the 70,620-square-foot building will also house parts and accessories for 267 Chevrolet, Pontiac and Oldsmobile dealers in Alabama.

## Mechanics Are Mobile

(Continued from page 38)

our 16 stalls."

According to Houston, each of his line men is a specialist in all phases of automotive repairs. And other than a full-time front-end man and a specified part-time Ford-o-Matic specialist, he boasts no specialized departments.

"To work in our service organization," Houston explained, "each mechanic must be capable and willing to undertake any job requested of him at any time—be it tearing down and re-assembling a transmission or merely remedying a squeaky door for a complaining customer."

From the outset, each line man is assigned a number so that he can identify the service jobs farmed out to him on cars which, during any one day, have been tagged with the same number. When a stall at any time is not available, an incoming car is quickly parked on the outside ramp until it can be accommodated.

If, in the middle of a job, a mechanic finds himself lacking a particular part not carried in parts department and necessitating a wait, he is free to leave that job in its stall, pick up the next car bearing his number and take over the first available stall. And this is where the line man's portable



*The smallest line to carry*  
*The finest line to sell*



tool bench starts paying real dividends, Houston emphasized.

"Actually," he commented, "it all boils down to the fact that our mechanics may often find themselves holding down two jobs at once, a situation which, in our mobile setup, presents no difficulty at all."

Cars requiring only minor repairs may be driven from the outside to the entrance of any stall and there receive immediate attention from that mechanic—his rolling tool bench at his elbow—to

which the repair may be assigned.

Houston pointed out that handling the minor repairs in this fashion eliminates the need for accommodating, even temporarily, such cars in the service department which tend to create a stack-up problem.

"Neither our line men nor our customers find it necessary in our setup to wait around endlessly for an available quick-repair stall, and this makes everybody happy," Houston said.

Although four of the 16 stalls are

ordinarily used for new-car get-ready during slack periods, they are quickly convertible whenever necessity demands.

"Personally, I'm completely sold on this mobile mechanic and work stall system of ours," Houston went on. "And eliminating specialized departments, other than that required for our front-end and automatic transmission work, has been a real shot-in-the-arm for everybody's *esprit de corps*."

## Two Southern Teenagers Win in Ford Contest

Two Southern teenagers were winners in Ford Motor Co.'s National Teen-Age Press Conference, held last October on an experimental basis in conjunction with the 1958 Ford press preview.

Winners were Marcia Robinson, 16, awarded the second-place \$2,500 scholarship as representative of the Miami (Fla.) *Herald*, and Don Thompson, 17, *Atlanta (Ga.) Constitution* contestant who received an \$800 scholarship for fifth place.

Because of the enthusiasm shown by the youths and the participating newspapers, the competition will be held again this year, President Henry Ford II announced. Last fall's conference was attended by 135 youths, each representing a major U. S. newspaper.

## Pontiac Names Schoon To Succeed Kimball

APPOINTMENT of W. E. Schoon as advertising manager of Pontiac Motor Division to succeed B. B. Kimball, who became assistant to the general sales manager, has been announced by General Sales Manager Frank V. Bridge.

Schoon was most recently Pontiac's zone manager in Charlotte, N. C., while Kimball has one of the longest service records in that division's history, dating back to 1917.

## Knoxville Group Selects Max Houston President

THE Knoxville Automotive Trades Association has elected Max Houston, president of Lakeland Motors, to succeed H. C. McCrary as president.

Named vice-president was Parvin Ledford, while J. W. Baker was reelected secretary-treasurer. Directors are Earl Frazier and Allen Ware.

# 16 DOLE THERMOSTATS

WILL SERVICE MORE THAN

90%

*of all passenger cars on the road today*

SMALL INVESTMENT . . . FAST TURNOVER  
INCREASED PROFIT FOR YOU

And, as an added business booster, here's the new Dole Salesmaker. This attractive display container holds an assortment of 16 Dole Thermostats . . . makes it easy to select the type you want without hunting or fumbling. Place it on the counter where it serves as a constant reminder . . . a sure business builder.

Remember . . . Dole is the quality Thermostat . . . selected as standard equipment on 19 out of 20 top passenger cars as listed in *Automotive News*.

*Control with*

# DOLE®

THE DOLE VALVE COMPANY

6201 OAKTON STREET, MORTON GROVE, ILLINOIS (Chicago Suburb)

## Shopping for Shoppers

(Continued from page 42)

up, what volume means, how to build traffic, how to take care of equipment to keep maintenance costs down—in other words, what goes into a profitable operation. They are on a basic weekly salary plus a commission on sales, so that earnings for station attendants are \$85 a week, for mechanics, \$125 a week.

The responsibility my personnel takes in making this shopping cen-

ter auto clinic catch on is gratifying. Each appreciates the importance of an immaculate station in a shopping center. Each has a cleaning job in accordance with a schedule drawn up monthly. Jobs are rotated so that each gets a turn at a variety of cleaning jobs. Each understands that, with 400 cars going through our white-tiled bays a week, cleanliness is absolutely necessary for fast service.

Another example of their interest in the success of our new

station is at the lubrication rack, where alertness to our 12-point program of brake, tire, muffler, tailpipe and front-end inspection lets no needed repair or replacement go unobserved or unattended. Thanks to their hard-hitting effort, we netted \$400 profit, within the first 30 days; that is, after all expenses including my own salary were paid.

What, then, does a shopping center location take?

I think I have answered the question. Like any good operation anywhere, it takes imaginative and aggressive merchandising in a clean, well-equipped modern station, building traffic with vigorous promotion and providing incentive for employees to grow with you.

Adequate space is needed if a well-rounded operation of repairs is to be carried out. In this 60' by 80' building we have a 30' by 50' second floor storage room and an 8' by 12' parts room on the first floor. Stalls are accessible from both the front driveways and rear shopping center parking lot. Open from 7 a.m. to 10 p.m. seven days a week, our shop of nine personnel increases by two or three part-timers on weekends and evenings.

Our prime job right now is building volume by promoting our fast service. Our chief source of revenue is our repair volume, even though the gas pumps are our traffic-getters. And every man here is out to put our station over.

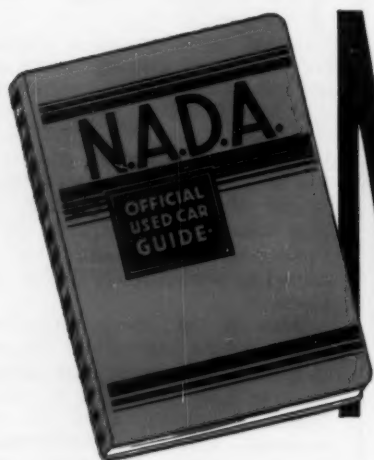
## GM Appoints Blair Delco Manager

VINCENT P. Blair has been appointed general manager of Delco Products Division of General Motors at Dayton, O., succeeding Frank H. Ireland, who retired after 42 years of GM service.

Blair has been comptroller of GMC Truck & Coach Division at Pontiac, Mich., since July 1950. He joined the corporation in 1929 as an accountant with Inland Mfg. Division and became comptroller of that division in 1944.

## Early Passes in Vicksburg

James Hill Early, 59, owner of Early Chevrolet Co., Vicksburg, Miss., died recently following an illness of several months. Born in St. Louis, Mo., Early had previously lived for a number of years in Ruston, La., where he owned and operated a Chevrolet agency.



# NEW

## LOCAL SERVICE

The NADA Official Used Car Guide is now published in 8 regional editions, every 30 days to provide better service and even more accurate reporting in your local area.

*In addition, the Guide contains many valuable features such as:*

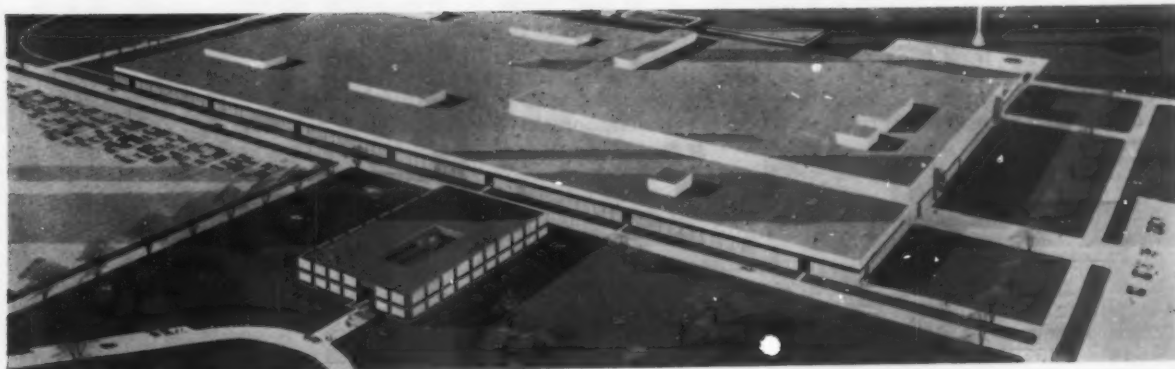
- Average Wholesale Value
- Average Retail
- Average Loan  
(in most areas)
- Identifying Specifications and others



*Quantity Prices on Request*

**NATIONAL AUTOMOBILE DEALERS  
USED CAR GUIDE CO.**

2000 K Street, N.W., Washington 6, D. C.



This is an architect's drawing of the 1,300,000-square-foot Chrysler Corp. automobile assembly plant, scheduled for completion near St. Louis, Mo., in the spring of 1959. Site is a 200-acre tract 20 miles southwest of downtown St. Louis on U. S. Highway 66. The two-story plant office building is in the center foreground and a loading area for new cars coming off the assembly line is at the far right. The St. Louis facility, designed as the most modern automobile assembly plant in the world, will produce cars at the rate of 60 per hour, according to the company.

### South Carolina Ford Club Elects James Pulliam

NEW president of the South Carolina Ford Dealers Club is James N. Pulliam of Columbia. W. M. Timberlake of Hartsville is vice-president; W. L. Collins, Georgetown, secretary, and Robert Sexton, McBee, treasurer.

Directors include outgoing president W. Deck Hull, Spartanburg; John N. Pratt, Summerville; Joe A. Carroll, Gaffney; Earle Holley, Aiken; C. M. Rizer, Walterboro; Doug Hawkins, Union; W. W. Loric, Jr., Lexington; H. E. Hemingway, Andrews; James Bilton, St. George; Cadwallader Jones, Charleston, and Robert Pulliam of Columbia.

### Carl C. Rigsby to Steer GM's Packard Electric

APPOINTMENT of Carl C. Rigsby as general manager of the Packard Electric Division of General Motors has been announced by President Harlow H. Curtice.

Rigsby succeeds B. N. MacGregor, who retired after 38 years of service with GM, all at Packard Electric. Factory manager at Packard Electric since 1942 until his present appointment, Rigsby joined the corporation in 1926 as a student engineer at Delco-Remy Division.



**You...**

- Reduce your drum machining costs
- Can machine drums, day . . . night . . . Saturday or Sundays—when Jobber shops are closed
- Will machine 7 to 14 times more drums as the Lathe is convenient and it merchandises Brake Service
- Eliminate lost time on drums sent out for machining
- Realize greater profit from Drum Machining. Profits alone will amortize purchase of complete Brake Equipment in a short period of time

**BARRETT OPENS ANOTHER BRANCH OFFICE, SHOWROOM and TRAINING SCHOOL**

AT  
**5030 N. W. 7th AVE.  
MIAMI, FLORIDA**

**Electrically  
Coin Operated  
Meter does the  
trick...**

Increase your profits...you pay only on the drums machined—at an approximate cost of 30 to 60 cents per drum. (Passenger Car)

Available on B-500 DRUM-Dokters, all Models—with meter installed at factory...ready to operate.

**See your Barrett Jobber  
Immediately...  
or Mail Coupon**

**BARRETT EQUIPMENT CO.**  
2101 Cass • St. Louis 6, Mo.

Please send details on Coin Operated DRUM-Dokters.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Signed \_\_\_\_\_ L-1

**BARRETT EQUIPMENT CO.**  
21st & Cass — St. Louis 6, Mo.



## South's in High Gear

(Continued from page 33)

from California, and automotive workers who came southward from Detroit.

Whoever they were and wherever they came from, they brought the seeds of increased wealth with them in the form of skills of many kinds. They also brought the normal American hunger for newer, better things such as automobiles, refrigerators, lawn mowers and homes. All this, added to the

demands of Southerners who had been born in Dixie and grown up here, created new markets for consumer products of all kinds and, most important of all, the ability to buy with good sound cash and excellent credit.

In 1939 Southern per capita personal income stood at \$337. In 1956, 17 years later, this figure had moved up to \$1,444. This represents a huge gain of 328%, outstripping the national gain of 249% during the same period.

If incomes in the South continue

to grow at the same rate, by 1965, a full century after General Lee's surrender, personal income in the South will stand at the staggering total figure of \$102 billion. Few of the discouraged, disheartened men in grey who limped home from Virginia battlefields could have even dreamed of such fabulous wealth.

While all the other economic gains were being made, the automotive industry was not standing idle. In 1939, total vehicle sales in the South amounted to 952,893 units. Seventeen years later Southern motor vehicle sales topped 2,255,700, making a thumping 136% increase in yearly sales, and today total registrations are over 23,000,000. If the annual increase in sales and registrations is maintained, it seems likely that Southern automotive vehicles will exceed 30,000,000 by 1965.

### South Uses Cars Greatest

Not only is the number of vehicles increasing but the usage as well. Incentives to motorists in terms of new lakes, beaches and other recreational facilities plus improved highways are among the factors contributing to greater use of cars throughout the South. Highway improvement by local authorities has been highly stimulated by federal aid, which in 1956 came to \$203,377,000 for the Southern states.

However, the true picture of motor vehicle usage is revealed by gasoline consumption figures which show current annual purchases in the South to be almost 21 billion gallons, or nearly 1,000 gallons per vehicle. This is 37.1% of the U. S. total and this proportion is showing steady annual increases.

Every economic factor that can be examined shows far-reaching gains for the South and indicates many more to come. There is in process an acceleration of favorable economic processes that shows no sign of slackening.

In blunt, everyday words, things look very good throughout the South and, barring a major national or international catastrophe, they should look better and better as time goes on.

It has been said before and it will bear repeating that if Horace Greeley were alive today his advice would inevitably be changed to

"Go South, young man."

## Another rmc Valve Exclusive



# SOLID STEM REPLACEMENTS for SODIUM FILLED VALVES

## Maximum performance at a lower price...

Minimize your valve troubles with RMC Bi-Metal, Stellite Faced, Solid Stem Replacements for Sodium Filled valves. Designed and built to outlast

and outperform; these "Heat Tested" Valves require no special installation ... cost less, too. They're worth a try.

### Having burning troubles? Try rmc "Heat Banded" Valves

Band of "Non-burning" Alloy fused around the top outer edge of valve, and Stellite face, cuts valve burning

to a minimum. Available for required applications in solid stem replacements and standard valves.

### "NON-BURNING" HEAT BANDS

Around Top edge of Valve (where required) cuts Valve burning to a minimum.

### STEM DIAMETERS THE SAME

—as sodium filled Valves—Need no special guides or installation.



### STELLITE FACES

Longer Wear—better Seating under toughest operating conditions.

### TWO PIECE (Bi-Metal) CONSTRUCTION

Special Austenitic high heat heads to take the "Grit" Special stems—easy on the guides, fast heat dissipation.

### ROTO-CAP OR ROTO ASSEMBLY TIPS

Available both types. Tips are hardened for longer Wear.



### WAREHOUSED AND SOLD BY:

**PIONEER WAREHOUSE CO.**  
(Herman Shields)  
2314 Front St.,  
Meridian, Miss.  
**T. L. KIDD COMPANY**  
123 Shuman Ave.,  
Charlotte, N. C.

**DISTRIBUTOR'S WAREHOUSE**  
2436 Dennis St.,  
Jacksonville, Fla.  
**FRANK J. MERRYMAN CO.**  
419 Peachtree St., N. E.,  
Atlanta, Ga.  
**WAGNER GEAR COMPANY**  
3214 Locust St.,  
St. Louis, Missouri

**NEAL GREENFIELD SALES**  
509 E. Third St.,  
Fort Worth, Texas  
**NEAL GREENFIELD SALES**  
2916 Main St.,  
Dallas, Texas

## RICH MANUFACTURING

BATTLE CREEK  
MICH., U.S.A.

BASIC VALVE MANUFACTURER

FOR ORIGINAL EQUIPMENT

SINCE 1908



# Cars "Wear Out" Alinement 3 Times Faster Than Mufflers!

FRONT END SERVICE



**no wonder  
FRONT-END SERVICE  
is among the  
TOP MONEY MAKERS  
of non-engine jobs!**

**\$100 million!** That's the 1956 net profit figure on wheel alinement, one of the top money-makers among non-engine jobs.\* Yet, that's just scratching the surface! Remember, with today's more delicately-balanced front-end systems, alinement service is needed at much more frequent intervals than many of the most profitable non-engine jobs. For example, alinement "wears out" 3 times faster than mufflers! With shops doing 30 million muffler jobs this year, that makes a ready-made market of 90 million alinement jobs a year—a profit of \$450 million. That's 4½ times the front-end profits being made today!

\*20 million jobs at an average profit of \$5

## Are you cashing in on this Top Money Maker?

You get more from Bear to help you get a bigger share of the booming front-end market. That's why, according to a recent survey, nearly *twice* as many shops use Bear Alinement equipment than any other! Yes, Bear brings you *more in every way*. *More equipment* to choose from—the most complete line in the industry built with the stamina and precision that helps you make more money faster, easier! *More business-getting power* with the famous Bear sign! *More assurance of success* thru the Bear School, which is ready to train you or a front-end expert for you! *More continued support* after you buy—with a professionally-planned advertising-merchandising program to help you get the business and repeat business!

Want to know the profit potential for alinement service in *your* area? **FREE BEAR FACTS FOLDER** brings you all the details!

Write Bear Mfg. Co., Dept. S-1, Rock Island, Illinois.

*Low down payment and small monthly  
out-of-profits payments... that's  
all it takes to set yourself up in  
Big Money Bear Service*



**BEAR**  
ALINEMENT & BALANCING SERVICE

**NO. 1 PROFIT MAKER IN THOUSANDS OF SUCCESSFUL SERVICE OPERATIONS**

dena, publicity chairman; Jack Gilchrist, Los Angeles, entertainment chairman; G. E. "Jerry" Druehl, Long Beach, host committee chairman; C. G. "Dick" Dixon, lunch and banquet committee chairman.

Paul Wilson of Toledo, Ohio, is president of the IGOA. He has

called the usual mid-winter board meeting to be held at the Alvin Hotel, Tulsa, Okla., Jan. 25-26.

## Winston-Salem Picks Stewart

Carl Stewart of Stewart Buick Co. has been selected president of the Winston-Salem (N. C.) Auto-



The first closed-circuit television camera installation to appear on a Southwestern car lot perches atop its 8½' vantage point at Bergfeld Auto Sales Co.'s used-car operation at 4500 Ross Ave., Dallas, Texas. The Ling Spectator monitors customers' approaches onto the lot and transmits a picture to a video monitor in Owner R. P. Bergfeld's office. Bergfeld says he is so pleased with the installation that he plans to put one in a second lot he will open soon, adding that it not only obviates keeping a man on the lot to greet customers but attracts potential customers who wanted to see themselves on television.

## They Proved COATS TIREMAN BEST On 400,000 Tires!



Mr. Moe Barish  
Senior Partner  
Manson & Barish



Mr. Mel Weinstein  
Junior Partner  
Manson & Barish

Manson & Barish, a used tires and tubes wholesale operation in Maspeth, N. Y., demounted more than 400,000 tires in the past three years, using Coats Tireman Changers exclusively.

"Our big problem had been demounting tires economically and fast," said Mr. Barish. "We had to get large volume to turn a profit. That's why we settled on a Coats Tireman for our operation. It proved so fast and safe that we quickly added two more and boosted our production to 3,000 tires a week. That's four times more than we had previously been able to demount, and our costs went down."

### CONVERSION KITS AVAILABLE

Write for complete information on adapting your old model Coats Tireman to handle 14-inch wheels. Low-cost kits available for immediate delivery.

Just  
\$129.50  
Freight Paid

Roll-A-Way  
Base Optional

### YES, COATS TIREMAN HAS PROVED BEST FROM COAST TO COAST

- Best for demounting new 14-inch tires. Safe, fast, wide-arc bead looseners can't damage sealing ribs or sidewalls.
- Best for mounting and de-mounting. Both take-off and put-on tools have polished rollers to gently roll the beads on or off—a must for tubeless tires.
- Best for all size passenger or light truck tires whether tubeless or conventional. Coats will handle any tire from 12 to 21 inches in diameter.

## JACK P. HENNESSY COMPANY, INC.

GENERAL OFFICES: 12 DEPOT SQUARE, ENGLEWOOD, N. J.

MID-WEST OFFICES — Chicago, Ill.  
250 E. Delaware — Room 804

WESTERN DIVISION OFFICES  
3453 Cahuenga Boulevard  
Los Angeles 28, California

MANUFACTURED BY COATS COMPANY • FORT DODGE, IOWA

mobile Dealers Association. Bob Neill of Bob Neill Pontiac Co. is vice-president and O. T. Fowler of Modern Chevrolet Co. is secretary-treasurer.

## Dorsey Trailers Head Dies

Claude Dorsey, 42, president of Dorsey Trailers, Inc., Elba, Ala., died recently in a Birmingham hospital following a heart attack. The firm was founded by the late Claude E. Dorsey, Sr., in 1911.

## Smart of Pine Bluff Dies

Felix G. Smart, 59, president of F. G. Smart Chevrolet Co. of Pine Bluff, Ark., died at his home last month of a heart attack. He was a charter member and past president of the Arkansas Automobile Dealers Association.



Thirteen members of the Knoxville (Tenn.) Automotive Jobbers Association, observing a "Christmas custom" established two years ago, pooled funds that would have been used to buy small gifts for customers to donate \$2,000 for purchase of X-ray equipment for cancer research to the University of Tennessee Memorial Research Center at Knoxville. George W. Kinnie (in center at left), head of the special gift committee, is shown presenting the check. Cooperating firms were

Black & Co., Inc., R. T. Clapp Co., Inc., Fountain City Automotive Supply, Inc., John A. Harris & Son, Inc., Knoxville Automotive Supply Corp., Knoxville Rod & Bearing Co., Knoxville Spring Service, McNutt & Burks, Inc., R & L Brake & Supply, Inc., Service Auto Parts Co., Inc., Standard Auto Parts Co., Tennessee Auto Parts Co., and Terminal Auto Parts Co. The year before the group gave audiovisual equipment for use in training personnel at the hospital.



William F. Hufstader, distribution vice-president of General Motors, assumed this month the additional responsibility for the corporation's dealer relations activity. Ivan L. Wiles had headed up dealer relations until his retirement Dec. 31.

### Refinish Group Forms, Announces Objectives

**A** NEW organization dedicated to upgrading automotive painters and body shop operations, advancing refinish standards and promoting better salesmanship in retail painting and refinishing met in Chicago last month and officially adopted the name "Automotive Refinish Institute."

Composed of representatives of suppliers of spray painting equipment, automotive body tools and equipment, pressure-sensitive tapes, abrasives, paints and thinners, and allied products, the group

named a six-man executive committee representing each of the five major segments of the industry, plus one member-at-large.

L. J. O'Doherty of Acme Quality Paints, Inc., is chairman of the committee. Other members are W. E. Marsden, Minnesota Mining and Mfg. Co., vice-chairman; A. S. Boehm, Black and Decker Mfg. Co., treasurer; J. H. Gustafson, 3M Co., secretary; L. M. Olson, Park Chemical Co.; G. I. Stoddard, DeVilbiss Co., and J. R. Mason, Rinshed Mason Co., member-at-large.

Plans for the group had been discussed at an earlier meeting some months ago.

In honor of their customers at Christmas time, 19 Houston, Texas, wholesalers donated for the purchase of equipment for the Cerebral Palsy Treatment Center and The Lighthouse for the Blind, both local institutions. Pictured are (l. to r.): W. E. "Bill" Woods of Standard Parts Co., president of the Houston Automotive Wholesalers; Mrs. Jeri Rougagnac, director of The Lighthouse for the Blind; W. W. Sanderfer, Lighthouse publicity man, and W. P. McCreary, president of Wahlberg-McCreary, Inc., and chairman of the 1957 Christmas gift committee.



### Atlanta SAE Hears Burnett

William E. Burnett, executive engineer of the Edsel Division of Ford Motor Co., spoke at the meeting this month of the Atlanta (Ga.) Section of the Society of Automotive Engineers on "Engineering the Edsel." A veteran of 28 years in the automotive industry, Burnett started with Cadillac Motor Car Co. in 1929.

### Mrs. Henry Hart Dies

Mrs. Henry Hart, wife of the well-known wholesaler of Chattanooga, Tenn., died early this month after an extended illness. Hart is a past president of the Southeast Automotive Show.



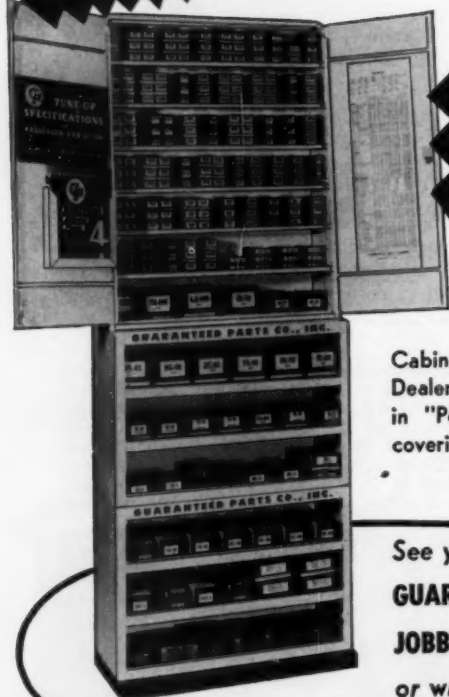


This is an artist's conception of the new facilities for General Motors' automobile finish testing laboratory to be constructed at its Florida Test Field in Miami. The field, established in 1928 and the first of its kind, is being moved from its present site at Northwest 7th and LeJeune Road near International Airport to a new ten-acre plot near Goulds and Homestead, where the 256' by 35' one-story building will be erected. Earl M. DeNoon, who heads a staff of six, said the move is being made to permit more operating space and to provide better atmospheric conditions for exposure tests, explaining that occasional highway dust had hampered evaluation of paint exposure records.

## Attention **DEALERS**

**YOURS FREE!**

**NEW "GUARANTEED"**  
*Build-a-Stock*  
**MERCHANDISER**  
*Cabinet*



- ◀ Sales-Making Display!
- ◀ Convenient Storage!
- ◀ Quick Inventory Check!

With ALL Guaranteed Parts Merchisers the Cabinets are always FREE to the Dealer. Your entire investment is in "Popular Profit Making" parts covering all 3 systems.

See your  
**GUARANTEED PARTS**  
**JOBBER** for full details  
or write now to



# GUARANTEED

PARTS CO. INC., Seneca Falls, N. Y.  
Ignition Service Parts

## 1,716 Chevrolet Dealers Rack Up 50,947 Years

**F**RANCHISES held by 1,716 Chevrolet dealers (nearly a fourth across the nation) for 25 years or more have built up a combined dealership service of 50,947 years, according to General Sales Manager W. E. Fish.

Among the 1,716 veteran businessmen are 46 who began their Chevrolet dealership careers between 1913 and 1919. They represent a total of 1,873 years of selling Chevrolet cars and trucks, or an average of more than 40 years each.

One of the oldest dealers in point of affiliation is Robert N. Line-weaver, Sr., of Staunton, Va. He began with Chevrolet in 1913.

## Alabamians to Meet April 27-29

The annual convention of the Automobile Dealers Association of Alabama will be held April 27-29 at the Buena Vista Hotel, Biloxi, Miss., Executive Vice-President Frank R. Broadway announced. The conventions previously had been held in the fall, but the new season was chosen to avoid conflict with new-car showings.



# THE IMPORTANCE OF HINDSIGHT

*Every good driver should realize the need for looking back . . . having a full view of the road behind. He is, therefore, a ready prospect for Guide rear-view mirrors.*

*For safety's sake, no car should leave your showroom or service department without these two Guide Mirrors!*



These two specially designed Guide Mirrors can add a great deal to the motoring comfort and safety of your customers. With just a flick of the finger, the View Finder adjusts to filter out headlight glare . . . the Inside-Controlled Side View Mirror provides the ultimate in convenience. When suggested regularly, Guide Mirrors can add a sizeable sum to your accessory profits.

## Guide Lamp



FORWARD FROM FIFTY

... BRIGHTEST NAME IN LIGHTS

GUIDE LAMP DIVISION • GENERAL MOTORS CORPORATION • ANDERSON, INDIANA

## IGOA Board to Meet Jan. 25-26 at Tulsa

**A**PPRENTICESHIP training programs for state and local units will be among the topics to be discussed at the semi-annual meeting of the directors of the Independent Garage Owners of America at the Alvin Hotel, Tulsa, Okla., Jan. 25-26, Executive Director Ralph H. James of Tulsa announced.

Other subjects to come up will include: methods of employing field directors, standardization of

submitting dues to national headquarters from various local and state organizations, plans for the national convention at the Statler Hotel in Los Angeles June 25-29 and ways and means of expanding IGOA, which currently has state groups in slightly more than half of the 48 states.

Paul O. Wilson of Toledo, Ohio, is president of IGOA.

In recent weeks James has met with interested garagemen in Memphis, Tenn., Savannah, Ga., Orlando and Tampa, Fla., with en-



John Wilson (above), who is regional branch manager of Universal Underwriters' new Southeastern office, located in the Prudential Building in Jacksonville, Fla., has been in the insurance business since 1937. He joined Lynn Underwriting Co. in Alabama in 1951, first living in Alabama City and then moving to Birmingham in 1953. The territory to be served by his office includes Alabama, Florida, Georgia and South Carolina.



## HOW GOOD ARE YOU?

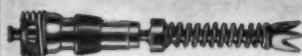
Test your Geometrical Perspicacity...

Without retracing or lifting your pencil off the paper, draw 4 straight lines that will pass thru all 9 ACME "A's" →

Fill in your solution and mail to ACME. If you're right, we'll send you a "Half-Foot" Rainbow Pencil as a "Genius Award".

A A A  
A A A  
A A A

# 672,000,000 ACME Cores & Caps HAVE BEEN SOLD ... SINCE 1915



150



151

## VALVE CORES

Our specifications and features include:

- Swivel construction
- Vulcanized rubber gasket
- All metal parts plated
- Special fatigue-resistant stainless steel spring

## VALVE CAPS

All ACME Valve Caps (except No. 310, which is plastic) are precision machined from solid brass, which results in a heavier, sturdier, longer lasting valve cap. Threads are deeper and more precise. Therefore, the seal is more air tight with less likelihood of lost caps due to vibration. ACME Valve Caps have been the choice of expert mechanics the world over since 1915.



300



310



302



301



305



Write Today for our complete new catalog

## ACME AIR APPLIANCE CO., INC.

100-120 HINSDALE STREET - BROOKLYN 7, N. Y.

thusiasm expressed in each instance. Six units are now operating in Georgia, the latest being Toccoa.

James' office was moved Jan. 1 in Tulsa to 36½ North Lewis.

Latest allied (manufacturer) members to join IGOA are Permatex Co., Inc., and Precision Automotive Components Co.

## Thunderbird Two-Seater Yields to Big Model

**A**FTER three years of existence, the two-passenger Thunderbird has passed on into the world of the automobile classics, to be succeeded by a four-passenger model which Ford will introduce early this year.

The last two-seater Thunderbird ever to be built—the 53,166th—passed down the Dearborn assembly plant line Dec. 16. On hand for the ceremony were a group of Detroit automobile writers and Ford executives.

The new model will have twice the passenger-carrying capacity with a wheelbase only 11" longer. Through use of a unitized frame, extra interior spaciousness will be provided, without additional exterior bulkiness.

The 52.5" height will be retained, with headroom within tenths of an inch of the average for all luxury cars. The new model is 24" longer (205.4") and 4.2" wider (75.4") than its 1957 predecessor. Trunk capacity is 1.5 times greater than the present model.

## Arkansas Group Reelects Blatter President

THE Arkansas Auto Service Association has reelected W. W. Blatter president.

H. N. Means is first vice-president; Ray Martin, second vice-president, and Fred Walloch, treasurer. The secretary will be appointed at the first meeting of the new board. New directors are Clyde McAllester and Earl Bennett. Carried over were Louis F. Short and Lonnie W. Reed, while W. H. Rudd, Sr., was named to replace Walloch and Oril Temple, Martin.

## American Motors Figures \$3 Million Net Profit

A NET profit of \$3 million was indicated by American Motors Corp. in its first 1958 fiscal quarter ending Dec. 31, according to President George Romney, in an interim report to stockholders.

Romney credited the steady improvement in the company's operating results to increasing Rambler sales — up 52% over a year ago in the first two months — plus a more stabilized wholesale price

structure in Kelvinator appliance business and a reduction in expenses of the special products (defense) division.

After reducing its operating losses in the 1957 fiscal year to about a third that of the previous year, Romney said, the company turned the corner in October toward a profitable 1958 and has continued to operate in the black.

Against the indicated profit in the first quarter, the corporation lost \$2,994,613 in the comparable 1957 period.

## Chevrolet Will Double Atlanta Plant Space

EXPANSION plans which will approximately double its automobile and truck assembly plant at Atlanta, Ga., have been announced by Chevrolet Motor Division.

General Manager E. N. Cole said the expansion was necessary in order to give the plant "more elbow-room" and "greater flexibility" for modern assembly operations.

The building addition, most of which will be two stories high, will add about 385,000 square feet to factory space which now totals about 407,000 square feet.



W. W. Pfuntner (right), Lincoln-Mercury dealer in Hendersonville, N. C., tries out a new remote control outside rear-view mirror, engineered for the 1958 Mercury, demonstrated to him and other dealers and sales managers attending a dealership management conference in Dearborn by Charles Koble (left) of the division's parts and service department. The mirror allows the driver to adjust the mirror glass to the proper viewing angle by moving a small lever mounted on the instrument panel.

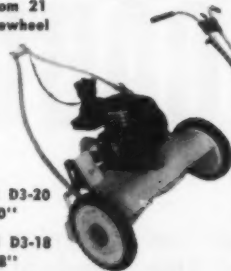
(More News Briefs on page 88)

# To Step Up Profits

## Dixie is THE Line!

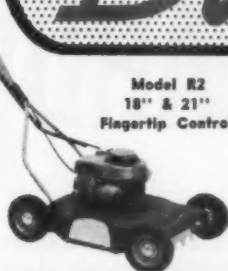


Model RI-218  
Custom 21  
Threewheel

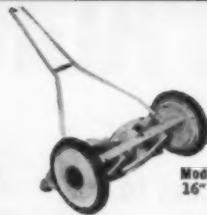


Model D3-20  
20"

Model D3-18  
18"



Model R2  
18" & 21"  
Fingertip Control



Model SL2A  
16" & 18"



Model SP-RI-247  
Self Propelled 24"  
Recoil Starter



Riding Rotary  
Model RR-248  
24"

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Packard, the top quality cable line, is packaged in sturdy eye-catching blue and yellow cartons. These good-looking cartons, ideal for display and merchandising, are clearly marked with part number and quantity in large, legible print. Application information is printed on the back

of the box, so there's no lost time referring to catalogs or wall charts. This is Packard's way of making your cable service operation faster, easier and more profitable.

Packard is the first choice of automotive engineers for original equipment. More cars, trucks and buses are equipped with Packard Cable than all other makes combined.





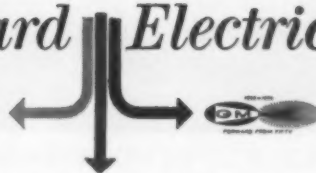
# PACKAGED FOR PROFIT

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Whatever your cable requirements—Packard can meet them. Available everywhere through the United Motors System.

*Packard Electric*

Warren, Ohio



"Live Wire" division of General Motors

## Ford Motor Co. Builds 25 Millionth V-8

**F**ORD Motor Co. made its 25 millionth V-8 engine — an Edsel V-8 produced in the Lima, O., plant — although "experts" told Henry Ford a quarter-century ago that the V-8 could not be mass-produced.

On Dec. 7, 1931, Ford abruptly halted production of the four-cylinder Model B, successor to the Model A, and announced he would begin mass production of a car to

be powered by a V-8 engine. Experts advised against the move, saying there was no possible way to make a sand mold that would successfully cast an engine block with two banks of four cylinders set at right angles to each other, plus 16 valve sections and some 30 other openings all in one massive chunk.

Ford, however, retorted that "anything that can be drawn up can be cast" and went on to become the first to make rapid monoblock casting possible, and the first

to mass-produce the V-8 engine.

For the first 20 years or more, all V-8s were produced by the company at its Rouge operation in Dearborn — the majority for Ford cars. Today Ford produces its V-8 engines not only in the Rouge, but in its two modern plants in Cleveland and Lima, O.

## Eight Southerners Meet With Nash-Hudson Body

**E**IGHT Southern members of the Nash and Hudson dealer advisory boards attended a two-day joint meeting with American Motors officials in Detroit last month. They were:

J. H. King, Nashville, Tenn.; P. K. Williams, Austin, Texas; Gordon Nichols, St. Petersburg, Fla.; Don Schulstad, Tampa, Fla.; G. W. McCarter, Houston, Texas; C. G. Morris, Tuscumbia, Ala.; Richard D. Kern, Winchester, Va., and W. H. Eyles, Arlington, Va.

Roy Abernethy, vice-president of distribution and marketing, presided over the sessions.

## Atlanta SAE Hears Thill

Walter E. Thill, chief engineer of the service bearings department of Federal Mogul-Bower Bearings Inc., last month addressed the Atlanta (Ga.) Section of the Society of Automotive Engineers on "Practical Slants on Engine Bearing Usage." Thill has spoken to automotive maintenance groups in many major cities in the country and has served on many national SAE committees. At present he is a member of the national membership committee.


## Floridians Elect Young

Cy Young of Young Chrysler-Plymouth, Inc., Fort Lauderdale, Fla., has been elected president of the Broward County Automobile Dealers Association. Lester Moody of Moody Pontiac, Inc., and Don Atherton of Fort Lauderdale Lincoln-Mercury Co., both of Fort Lauderdale, are vice-president and secretary-treasurer, respectively.


## Oldsmobile Moves Chevako

Thomas A. Chevako, former manager of Oldsmobile Division's Denver zone, has been appointed manager of the Philadelphia zone, which includes Delaware and eastern Maryland. Former Philadelphia Zone Manager James J. Nolen has been transferred to the Denver position.

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GENERAL MOTORS, ROCHESTER, N. Y.



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## Associates Investment Elevates Gilbert

GORDON E. "Mike" Gilbert, formerly Gulf States regional manager for Associates Investment Co., headquartered in Jackson, Miss., has been named assistant vice-president to succeed Wayne M. Singer, who took charge of the company's newly-organized "other products division" Jan. 1.

The establishment of the division for the exploration and development of new fields of financing was announced by Robert L. Oare, chairman of the board.

"The new division will also coordinate the acquisition and liquidation of such other products financing business through the company's automobile discount and direct and personal loan offices," Oare said.

## Thor Power Tool Co. Elevates Three

APPOINTMENTS of William J. McGraw and Walter G. Mitchell to the newly-created positions of general sales manager and general manager of product development, respectively, have been announced by President Neil C. Hurley, Jr.

Designated manager of Thor electric and SpeedTool sales was Clarence B. Bergren, former Milwaukee branch manager. Both McGraw and Bergren will headquarter at Thor's Aurora, Ill., administration offices, while Mitchell will be at its office in Chicago.

## Wooster Rubber Elevates Guilford G. Johnson

ADVANCEMENT of Guilford G. Johnson to the new position of general merchandising manager for The Wooster Rubber Co. has been announced by President James R. Caldwell.

Johnson, who has headed all advertising activities of the company for the past nine years, will continue to supervise the company's advertising program. He will also begin supervisory duties on all sales promotion programs.

## APRA Adds 25 Members, Two in the South

TWENTY-FIVE new members have been added by Automotive Parts Rebuilders Association—ten reinstated and 15 entirely new ap-

plicants.

New Southern members are Automotive Electric, Amarillo, Texas, and Standard Electric Co., St. Louis, Mo.

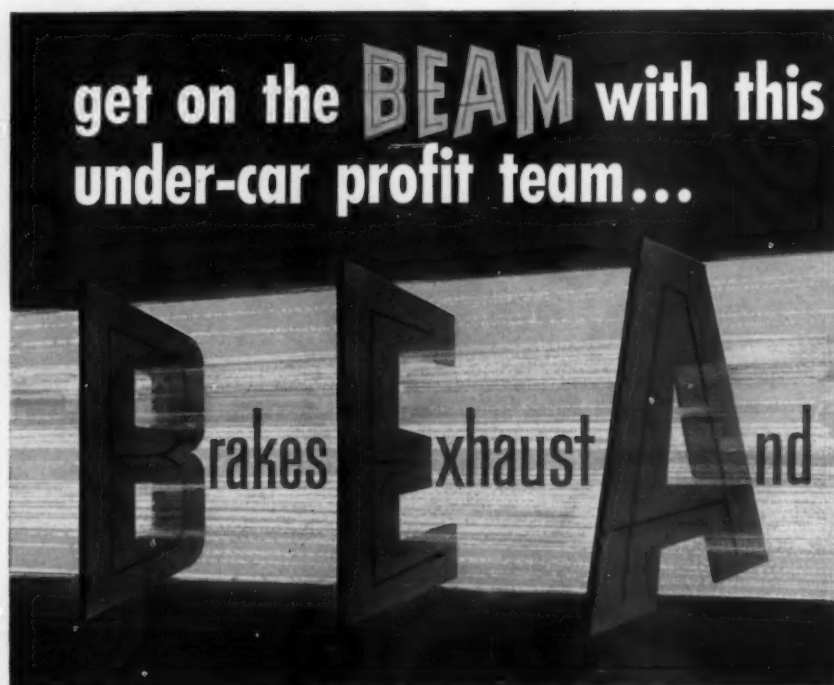
## Buick Brakes Hit a Million

Last month Buick installed its one millionth power brake unit, less than five years after the option was introduced, it was announced by Edward T. Ragsdale, general manager of Buick. Power brakes were installed in 56.5% of

all Buicks built in the first 11 months of 1957, Ragsdale, a vice-president of GM, said.

## Panama City Elects Lloyd

R. L. Lloyd of Lloyd Motor Co. (Pontiac-Cadillac) has been elected president of the Panama City (Fla.) Automobile Dealers Association. H. N. Tillman, Tillman Chevrolet Co., is vice-president and Homer C. Hood, Hood Motors (Dodge-Chrysler-Imperial), is secretary-treasurer.

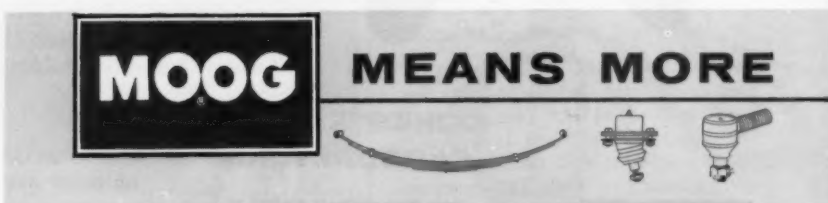


get on the **BEAM** with this  
under-car profit team...

**Brakes Exhaust And**

The car owner who drives in for a brake adjustment may need a new muffler... or shock absorbers... or overloads. This extra business is easy to get, too, because you're selling *safety*.

So, don't overlook under-car profits. Get on the **BEAM** with Brakes, Exhaust And Moog chassis and suspension parts. Your Moog Jobber has the parts and the program to help your shop "Get on the **BEAM**." See him without delay! Moog Industries, Inc., St. Louis 14, Mo.



**MOOG** MEANS MORE



## Some Angles to Watch in Installing Seat Covers on the '58 Models

**T**HE next few months will see automobile seat cover installers learning a few new tricks.

The Automobile Seat Cover Manufacturers Association recently called attention to design changes in some of the new '58 models of American cars that demand revised handling of seat

covers. Here are some of the problems which will be encountered on certain new models:

Front seats so close to the floorboards that there isn't room for hog rings to fasten down the seat cover. Installers should anticipate using clips as the only practical method for fastening seat covers on

these models, it was pointed out.

Single-piece seats. The back can't be separated from the seat. The only way to tighten and fasten down the cover in these models will be to force a heavy cardboard bar, specially made for the purpose, into the crevice between the back and the seat. It stretches the material on the back and seat at the same time.

Pop-up arm rest on the back seat, replacing the familiar one that folded down out of the back on previous models. New seat cover patterns have been designed to fit these cars.

Other pointers for installers, recommended by ASCMA:

The most important part of the whole seat cover so far as tight fit is concerned is the back of the front seat. One man working alone should work it down the seat one side at a time. Two men can force it down all at once.

Don't leave front cushion seams in such a position that the skirting will be exposed to wear by the driver. Most common mistake is leaving the beading at the front of the seat too high on the cushion. Pull it over the crest where the legs bend.

### Smooth It in One Direction

All seams should have the thickness on the underside smoothed all in one direction.

Ordinary detergent and water can be a big help in installing many seat covers. On standard covers with plastic-coated trim, sponge this mixture on the reverse side of the coated fabric to make the cover more pliable, easier to handle. (Coated fabrics are included as trim on most saran plastic sets and on the bulk of the middle and upper price covers). The dampened covers shrink slightly as they dry, assuring a more uniform and tighter fit.

On covers with cloth trim the trim material should be dampened lightly on the outside after installation.

Detergent is used because it spreads the moisture better. Caution: Check color fastness on lower-priced covers before using water and detergent.

Clear plastic covers handle better if they are warmed slightly before installation. Store them in a warm place, expose them to the sun, or heat them in a special warming box, about four feet by two feet, with a warming unit inside. Avoid all temperature extremes.



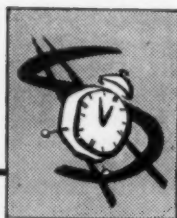
**Get on the BEAM**  
...sell safety on every job!

- ☐ Check steering and wheel alignment.
- ☐ Check for front- and rear-end sag.
- ☐ Check brakes and exhaust system.
- ☐ Check shock absorbers.
- ☐ Wiggle tie rod ends.



## UNDER-CAR BUSINESS





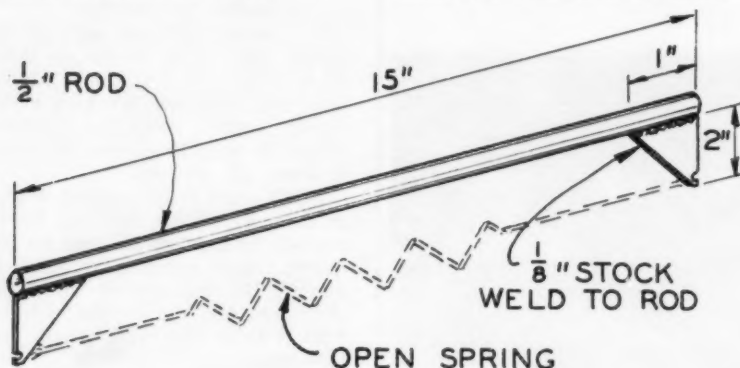
## TIME SAVERS

### Removing Hood Springs From 1949-54 Chevys

**H**ERE is a sketch of a tool for removing hood springs from 1949-54 Chevrolets. Two are required for removing hood.

The method of removing the spring is fast and simple: Raise the hood and place one remover arm in lower spring hook. Lower hood about half way, lengthening spring to place other arm in upper spring hook. Again raising hood will per-

mit complete removal of spring, which is held open until replaced. —Wayne Woolman, Oklahoma State Tech, Okmulgee, Oklahoma.



### Starting Spark Plugs In V-8 Engines

**W**HEN installing spark plugs in late - model V-8 engines, sometimes it is difficult to retain the plug in the socket while starting in close places.

By using a rubber band and twisting it around plug below gasket to retain gasket and then around back side of socket, the plug will stay in the socket while starting in threads. After plug is started, the rubber band will jump off if it is twisted correctly. — Paul R. Doss, Doss Motor Co., 107 Hague Ave., Berryville, Arkansas.

# 949 TO THE RESCUE!

## CHAMP-ITEMS SELF THREADING OVERSIZE DRAIN PLUGS



PATENT NO. 2,241,026

When threads are stripped or plugs lost, these champion self-threading oversize drain plugs really come in handy. Keep a supply on hand. Champ-Items Drain Plugs are the only original patented self-tapping drain plugs on the market.

### No. MB-949 (Metal Box) ASSORTMENT

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### Lining up Ford Hoods For Replacement

WHEN pulling an engine on 1957 Fords, it is necessary to remove the hood and it is a job to get the adjustments the same when it is replaced.

We drill a  $\frac{1}{4}$ " hole through the hood mounting brackets between the two parts before the hood is removed. When replacing it we use a  $\frac{1}{4}$ " bolt in the hole to line it up and replace the mounting bolts. This works very well for us.—Harry Dillon, Moscow Mills, Missouri.

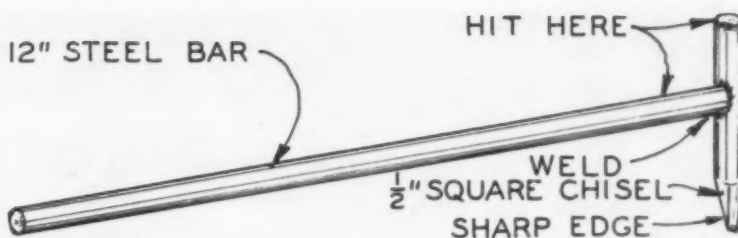
### Replacing Transmission On '57 Plymouth V-8s

WHEN removing the transmission on the straight-drive 1957 Plymouth V-8 models, the factory time usually is for removing the rear cross member to remove transmission on this particular job.

We have found that we can remove the transmission without removing the rear cross member by simply taking out the bolts on the right side of the cross member, leaving the left side bolted in and aligned. This method requires removing two bolts, which can be done very easily.—Ken Benfield, Hickory Motor Sales, Inc. (Dodge-Plymouth), 345 First Avenue, S. W., Hickory, North Carolina.

### Removing Old Mufflers Without a Torch

REMOVING old mufflers or tailpipes can be quite a job where no torch is handy. However, a good tool for breaking these can be made by welding a square-type  $\frac{1}{2}$ " cold



chisel to a 12" steel bar about half way the chisel.

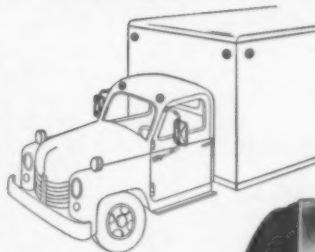
Be sure to place flat edge against good pipe or muffler to prevent caving it in. The V-shape, or sharp

edge, should be facing the handle. It is necessary to reshape or sharpen chisel oneself. — Kenneth Ramsey, c/o Holland Motor Company, Burgaw, North Carolina.

## for greater safety

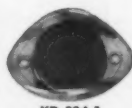
### unique twist-off lens on K-D's new marker lite

Flush-mounted new KD 525 Clearance, Marker or Cab Lite requires no tools to remove lens for bulb change. No screws or retaining rings to lose. Depth less than one inch! Diameter  $2\frac{3}{4}$ ". Patent pending for the unique twist-off design. Acrylic plastic lens engineered for light output far exceeding SAE re-



KD 525

quirements . . . full 180° light distribution. Rigidly supported 2 cp bulb with perfect contact assured by heavy spring bronze contact. Neoprene closed cell gasket seals light from moisture and dust. Superior Lexide mounting pad. All aluminum high gloss finish housing. Absolutely rustproof throughout. Simple to mount . . .  $\frac{1}{8}$ " hole to drill for wire . . . two holes for sheet metal screws. KD 525 is an ideal compact lite . . . easy to mount, easy to change bulb . . . a quality product for long life.



KD 524-1

Both KD 524-1 Armored Lite and KD 524 Clearance Marker Lite have the same unique twist-off design lens as KD 525 to assure easy bulb change without tools, screws or retaining rings.



KD 524

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## Cleaning Station Wagon Panels and Floors

**T**O CLEAN plastic door panels, quarter panels and floors of station wagons, as well as the insides of used cars, we use the white sidewall cleaners in the spray dispensers to do a really good job in half the time.

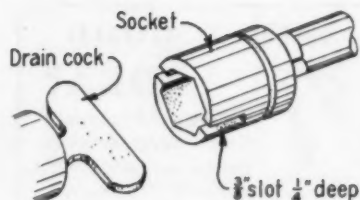
Follow the instructions given for cleaning sidewalls—that is, spray on a panel, scrub with a hand brush and then rinse down with clean water and cloth. Cleaner

makes floors look new and works fine on plastic upholstery, too.—*G. Lynch, George's Garage, 70 Woodfin Avenue, Asheville, North Carolina.*

## Using Worn-Out Socket To Open Drain Cocks

**A** WORN-OUT socket makes a fine tool to open and close motor and radiator drain cocks.

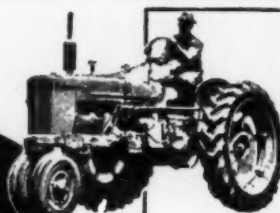
We select a 9/16", 11/16" or 3/4" one and grind a 3/8" slot across the face about 1/4" deep (see sketch).



This fits over most drain cocks and will tighten or loosen those hard-to-service cocks, when used with a right-angle drive or ratchet speed-handle wrench, whichever is required.—*G. Lynch, George's Garage, Asheville, North Carolina.*

## Net More PROFITS on Shop Labor PLUS Parts

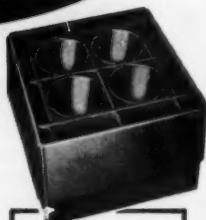
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The Handis Company  
1016 Monroe St. Fort Worth, Texas

National Automotive Parts Warehouse Co.  
1701 Maury St. Houston, Texas

Southwest Automotive Warehouse  
1611 Avenue G. Lubbock, Texas

Southern Bearing & Parts Co.  
500 N. College St. Charlotte 1, N. C.

## BASIC SLEEVE ASSOCIATES

## Restoring the Life To Socket Wrench

**W**HEN a socket wrench become so worn that it rotates on a nut, give it new life by grinding down the end of the socket to remove the worn portion.

The recess in most socket wrenches is deep enough to stand this treatment several times and yet still handle most types of work.—*E. Mayover, 1601 14th Street, W. (U. S. 41), Bradenton, Florida.*

## Replacing the Upper Half Of Chevy Bearing Seal

**A** QUICK way to replace upper half of rear main bearing seal on Chevrolets is to slacken all main bearing bolts and pull out old seal.

Next run small wire over crankshaft and secure it in one end of new seal. Then pull on wire with caution, while using a screwdriver to keep seal from cutting too hard on edge of seal groove.—*Kenneth E. Ramsey, Route 1, Burgaw, North Carolina.*

## Correcting Choke Trouble In '56 Ford Products

**W**HEN the choke is stuck and full of rust or water on the '56 Fords, Lincolns and Mercurys, and some eight-cylinder Chevrolets, merely freeing up or replacing the choke is not the answer.

The trouble lies in the heat pick-up tube in the manifold, which is broken and lets exhaust gas into the choke. By working down one end with a file and swelling the other end with a tapered punch, a piece of 5/16 steel tubing can be used to replace these without having to replace the entire manifold.—*Victor McGee, 1111 Ridgeway Street, Mayfield, Kentucky.*



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Write for new Lincoln Catalog 57, or contact your Lincoln jobber.

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5708 Natural Bridge Avenue

St. Louis 20, Missouri



Gene P. Roberts (in center of photo above), general sales manager of The Weatherhead Co., was elected president at the convention of Automotive Electric Association at Chicago last month. Executive Secretary J. Howard Reed announced. Other officers include (l. to r.): Vern A. Dupy of United Motors Service, vice-president of Manufacturers' Division; Max F. Marsau of Sterling, Colo., vice-president of Service Distributors' Division; Frank A. Crossman of Syracuse, N. Y., vice-president of Central Distributors' Division, and Joseph F. Sirotek, Jr., of Chicago, secretary-treasurer. E. D. "Ernie" Troutman (far right) of Auto Electric of Georgia, Inc., Atlanta, was among those elected directors.

### Crump Co. of Richmond Sells Plant to State

**B.** T. CRUMP Co. has sold its plant and office buildings on East Franklin St., Richmond, to the state of Virginia for future expansion and consolidation of office facilities by the state, according to President H. C. Seaton.

The company is making plans to erect another plant in the Richmond area, Seaton said. In the meantime, Crump will be allowed to occupy the buildings for 18 months, after which the state will take over the property.

Established in 1875 by Benjamin T. Crump as a leather goods business, the firm now manufactures automobile seat covers, ventilated spring cushions, boat cushions, convertible car tops and a number of other lines. As a wholesale distributor, the company sells automotive parts, accessories and trim supplies.

Showrooms are maintained in New York, Chicago, High Point, N. C., Denver, Colo., and Seattle, Wash. In its automotive division, the company also maintains a branch in Greensboro, N. C.

Mr. Retailer:

**\$12**

**Extra Profit for You**

**WARNER**

WARNER-PATTERSON COMPANY • 600 S. Michigan Ave., Chicago 5



These salesmen, field engineers, district managers and executives attended the national sales conference held by Grey-Rock Division of Raybestos-Manhattan, Inc., in Lancaster, Pa., last month. At the conference, Sales Manager James A. Wheatley, Jr., outlined in detail sales and promotion plans for 1958.

## Spring 1958 Free Deal



### BUY

48 cans (4 cases)  
any assortment  
of these  
Warner Products

### GET

12 cans of  
Warner  
Liquid Solder  
**FREE!**

EXPIRES MARCH 31, 1958

Nationally

Advertised in **POST** and **LIFE**

Warner-Patterson Company of Canada Limited • Toronto

### SAE Names Creson As President

**T**HE Society of Automotive Engineers has elected as president William K. Creson, consulting engineer of Ross Gear and Tool Co., Inc., Lafayette, Ind.

Creson joined his company in 1924, following graduation from Purdue University with a bachelor of science degree in mechanical engineering. After eight years he became fully responsible for tool equipment and maintenance. Then for 11 years he was chief engineer, and for 11 years more vice-president of engineering. He was named to his present post in 1954.

B. B. Bachman, director of engineering of the Autocar Division of White Motor Co., was named treasurer of SAE.

### Ford Division Appoints Iacocca and Chase

**L.** A. IACOCCA is the new marketing manager of Ford Division, while Wilbur Chase, Jr., has been named truck marketing manager, according to General Sales Manager W. J. Cooper of the division.

Formerly a sales manager of the Washington, D. C., sales district and most recently truck marketing manager, Iacocca succeeds Chase Morsey, Jr. Chase, who joined Ford in 1946, was most recently Kansas City district sales manager.

# HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

**101 WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6**—Gives full information on Curtis Air Compressors, Curtis Car Washers and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kienlen Avenue, St. Louis 20, Mo.

**105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN**—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**106 CAP MERCHANDISER**—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

**108 1957 EDITION OF 12 VOLT ELECTRICAL EQUIPMENT FOR PASSENGER CARS**—Contains description of 12-volt automotive electrical equipment used on 1957 model cars, giving special emphasis to the new external adjustment type distributor and the enclosed shift lever type cranking motor. Recommendations for periodic servicing, checking and adjusting of the charging, starting and ignition systems are discussed. Special section devoted to trouble shooting of 12-volt electrical equipment. Technical Literature Section, Delco-Remy Div., Anderson, Ind.

**109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT**—Catalogs, describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

**110 HEAVY DUTY AUTOMOTIVE AIR TOOLS**—Complete details including prices on heavy duty air Impact tools and accessories, tire service tools and IMPACut-ter. Proof of time, labor, and money savings on many automotive service jobs. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N. J.

**111 SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS**—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808, Alomite Div., Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

**114 32 REASONS FOR OIL CONSUMPTION**—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write—Oil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

**115 DIXIE LAWN MOWERS**—Beautiful color catalog sheets on this complete line of mowers. Also sales aids and distribu-

tor mailing pieces. Southland Mower Co., Selma, Ala.

**118 BRAKE SERVICE GUIDE**—Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

**119 RAMCO SERVICE MANUAL**—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

**122 TIRE RETRUEING**—An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retreating right on-the-car. Explains method using most advance truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

**123 AERO-SEAL HOSE CLAMPS**—An illustrated 4-page folder giving clamp ranges, mechanical information, engineering data, stock numbers, packaging, etc. Brezee Corps., Inc., 700 Liberty Ave., Union, N. J.

**125 STANDARD DUTY GENERATOR REGULATORS**—A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

**127 HYDRAULIC BRAKE FLUID SERVICE—HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED**—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**130 VALVE CATALOG**—A new 166 page catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., Battle Creek, Mich.

**132 AUTOMOTIVE SERVICE GUIDE**—A practical and factual presentation of the use of Impact tools in automotive servicing. Contains time study reports showing how dealers and shops can increase profits for both themselves and their mechanics. Automotive Service Guides are now available for Ford, Chevrolet, Plymouth, Oldsmobile, Hudson, Studebaker and general truck service. Specify which Guides you want. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N. J.

**133 CATALOG NO. 56**—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

**134 MOOG RINGLINER**—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

**137 DELCO-REMY ELECTRICAL SERVICE**—A 20-page 8½ x 11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely

illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

**138 PLUG CHECK**—A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Toledo 1, Ohio.

**139 AIR COOLED ENGINE VALVES**—A complete 8-page & cover catalog of valves for air-cooled engines and locks, first offered by any replacement valve manufacturer. Lists replacement valves for leading manufacturers of engines used for powering lawnmowers, garden tractors, mixers, conveyors, pumps, combines, industrial engines, refrigeration units. Rich Mfg. Corp., Battle Creek, Mich.

**140 PRESSURIZED COOLING SYSTEM**—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available for Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

**141 MOOG STREAMLINER CATALOG**—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

**144 RADIATOR SERVICING EQUIPMENT**—A new 48-page book "Blueprint For Profits" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan etc. Inland Mfg. Co., 1108 Jackson St. Omaha 2, Nebraska.

**147 NEW LIGHTING SPECIFICATIONS BOOKLET**—Illustrated 12 pages lists all the new American Trucking Association recommendations. Gives uniform specifications for wiring and lighting of commercial vehicles. Write to Signal-Stat Corp., 523 Kent Ave., Brooklyn 11, N. Y.

**152 MODEL 911 ROCKER ARM REFACER**—All technical data and operating procedures are contained in this bulletin. Also, advantage features of the Rocker Arm Refacer are clearly defined.—Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

**154 BLUEPRINT FOR PROFIT**—A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up.—Inland Mfg. Co., 1108 Jackson St. Omaha 2, Neb.

**155 HOW TO SELL MORE OIL, OIL FILTERS, LUBRICATIONS & TBA ITEMS**—12-page illustrated booklet gives profitable tips on increasing your sales and making every customer a happy customer. Pullman Vacuum Cleaner Corp., 25 Buick St., Boston 15, Mass.

**156 BONDO PLASTIC FIBERGLASS PASTE DIRECTION FOLDER**—8 pages of easy-to-follow, how-to-do a better body repair job with this "miracle body filler that hardens like rock." Easily, quickly and conveniently applied. Bondo permanently restores surfaces "like new" for automotive, marine and industrial repairs of metals, wood, stone and concrete. Bondo Div., Jayco Chemical Corp., 1104 Forest Road, Northford, Conn.

**159 CONNECTING ROD RECONDITIONING**—Bulletin for automotive shops describing a new simplified method of grinding and honing connecting rod cans and bearing bores. It gives operation details and full information about the new model 125 Rodmaster connecting rod grinding and honing machine. The new machine tool fits in small space on a bench and is fast and accurate. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

**160 SUGGESTED SHOP PRICES ON MACHINE SHOP OPERATIONS**—A 24-page booklet giving suggested shop prices on everything from align bore blocks to valve jobs. Prices represent average price gathered from jobbers in U. S. and Canada. Van Norman Automotive Equipment Co., 3640 Main St., Springfield 7, Mass.

**161 COMPLETE REBUILD LINE**—A 122-page catalog covering a complete line of top quality rebuilt products for automotive and tractor units is now available to both present and prospective users of the Kimco line. For all information write Kimco Auto Products, 1520 Texas St., Memphis, Tenn.



## HELPFUL BOOKLETS FREE!

**162 BOND SERVICE BOOKLET—ILLUSTRATED**—Describes in complete detail application and uses of plastic-fibre-glass paste for the auto body repair—showing different types of repair work and advantages and how to save time on body work. Bondo Div., Jayco Chemical Corp., Northford, Conn.

**163 TIRE TOOL CATALOG**—Sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

**164 AIRTEX FUEL PUMPS**—New and rebuilt fuel pumps. Catalog AX-70. Airtex Automotive Div., Inc., Fairfield, Ill.

**166 CYLINDER HEAD STOCK REMOVAL CHART**—A handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

**168 CRANKSHAFT GRINDER MANUAL**—A colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 15-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 15-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

**169 ADVANTAGES OF FILT-O-REG COMBINATION FUEL PRESSURE REGULATOR-FILTER**—On every gasoline engine. Solves carburetor troubles caused by excessive fuel pump pressure. Explained in a new bulletin. Write Alondra Sales, Inc., 959 Orenshaw Blvd., Los Angeles 19, Calif.

**170 TO TRUE OR NOT TO TRUE**—8-page illustrated booklet gives practical advantages of tire truing. Shows you how tire rounding increases tire mileage and how this can be a profitable business for you. Bee-Line Co., Davenport, Iowa.

**171 ILLUSTRATED CATALOG** of test equipment for 6 and 12-volt Automotive Testing and Servicing. Allen Electric & Equipment Co., 2101 N. Pitcher St., Kalamazoo, Mich.

**172 A-1010 FUEL PUMP SHOP MANUAL**—Contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. E. Jambor, AO Spark Plug Div., Flint 3, Mich.

**173 HYDRAULIC PARTS**—Complete master catalog of the complete line of hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1967. His Automotive Corp., Middletown, Conn.

**175 A-1090 SPARK PLUG SHOP MANUAL**—Contains inspection, cleaning and installation procedures as well as spark plug heat range system. E. Jambor, AO Spark Plug Division, Flint 3, Mich.

**177 A-2350 SERVICE TIPS BOOKLET**—On spark plug removal and installation. E. Jambor, AO Spark Plug Div., Flint 3, Mich.

**178 A-2410 OIL FILTER INSTALLATION AND SERVICE MANUAL**—E. Jambor, AO Spark Plug Div., Flint 3, Mich.

**179 A-2446 CHART**—(In full color) Illustrating "What Your Spark Plugs Can Tell You About Your Engine." — E. Jambor, AO Spark Plug Div., Flint 3, Mich.

**181 WHEEL COVER CATALOG NO. 57**—Covers complete line of wheel covers in sizes to fit 14", 15" and 16" wheels. Kamasco, Inc., 893 81st Ave., Bellwood, Ill.

**185 SERVICE ENGINEERING BROCHURE**—A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

**187 BRAKE PRODUCTS**—Booklet gives you 20 pages full information on how Raybestos products lick heat and wear problems. Includes the steps in the Raybestos 7-point brake check. Raybestos Div., Bridgeport 3, Conn.

**188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100 DE**—Gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing Lights, Compression Gauges, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

**189 GENERAL PAINTING INSTRUCTIONS**—Form 5733 covers finishing of passenger cars or commercial vehicles in lacquer or enamel finish. Gives full details for any surface including preparation of same. Ditzler Color Division, 8000 W. Chicago Ave., Detroit 4, Mich.

**190 COOLING SYSTEM CLEANING**—Bulletin titled "Cooling System Maintenance an Open Door to Greater Profits," describes Jonny Steam Thro-Furge the most modern and thorough method of reverse flushing cooling systems; also shows increased profits possible from its use. Write for Bulletin STP-5. Homestead Valve Manufacturing Co., P. O. Box 99, Ceresopolis, Pa.

**191 VMO GENERATOR**—New 12-page generator, starter, and armature specification and application folder for passenger cars and trucks including 1957 models. The VMO System, Atlanta 18, Ga.

**193 WIRE & CABLE CATALOG**—A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Auto-Lite Co., Toledo 1, Ohio.

**194 TWIN POST LIFT WHEEL ALIGNMENT OUTFIT**—Illustrated 8-page catalog shows how this equipment does not limit floor space, shows how anyone can do wheel alignment and points out fast reading advantages. Weaver Mfg. Co., Springfield, Ill.

**195 NEW CATALOG**—Material on Yankee's fender or body mounting mirror line. Locking mirror heads are featured, as well as new painted Pacosettlers and 24

Karat Gold Plated Pacosettlers. Ask for catalog sheets 56001-4. Kalamazoo punched for filing. Yankee Metal Products Corp., Norwalk, Conn.

**196 AIR COMPRESSOR CATALOG**—Twenty-page catalog gives detailed instructions on how to select a compressor. Also includes specifications and information on various type of compressors, components and accessories. Ask for Catalog No. 784-2, Weaver Mfg. Co., Springfield, Ill.

**197 SPARK PLUGS**—Condensed four-page specification folder for passenger cars, including 1956 models. The Electric Auto-Lite Co., Toledo 1, Ohio.

**198 SERVICE JACK CATALOG PAGE**—Model WA-66, 1½-ton and 1¼-ton service jacks are fully described. Light weight of these models makes them ideal for road service trucks and away from shop service. Includes complete specifications. Weaver Mfg. Co., Springfield, Ill.

**199 20-TON CAPACITY FLOOR JACK CATALOG PAGE**—Fulfills need for floor type jack with greater capacity than has been previously available. Includes specifications on construction, capacity and service. Weaver Mfg. Co., Springfield, Ill.

**200 FREE WHEEL LIFTS AND ROLL ON LIFTS CATALOG PAGES**—Two pages give dimensions, capacity and other pertinent information about these two Weaver products. Weaver Mfg. Co., Springfield, Ill.

**201 TWIN POST LIFT ADAPTER REQUIREMENTS**—Gives definite instructions on which adapter is needed for various passenger car models. Adapters described are required for all 1957 model cars. Weaver Mfg. Co., Springfield, Ill.

**204 STOP TIME LEAKS**—A brochure containing complete details as to use of payroll and job time recorders in automobile service departments together with sample time cards showing actual registrations. Latham Time Recorder Co., 78 Third St., Atlanta, Ga.

**205 HOW TO INCREASE ENGINE LIFE 80%**—Illustrated booklet tells how to reduce wear to moving parts and insure better performance from automobiles or trucks by explaining the air filter—the vital piece of equipment through which an engine breathes. Fram Corp., Rumford Post Office, Providence 16, R. I.

**207 1957 BRAKE SHOE CATALOG**—With illustrations of brake shoes and their proper application, etc.—National Brake Block Corp., 79 Madison Ave., New York 16, N. Y.

**209 EXTRA PROFITS WITH STEAM CLEANERS**—20-page booklet showing several models of Hypressure Jenny steam cleaners, and illustrating many profitable usages of equipment in automotive and allied industries. Also folder on Cooling System Maintenance. Hypressure Jenny Div., Homestead Valve Mfg. Co., P. O. Box 848, Ceresopolis, Penna.

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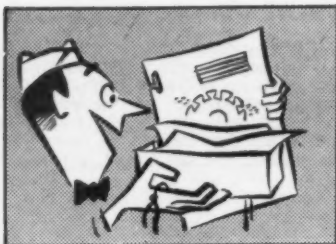
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SOUTHERN AUTOMOTIVE JOURNAL

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Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is complete.

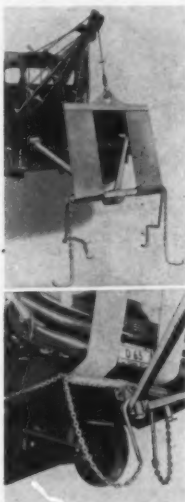


## NEW PRODUCTS AND CATALOGS

### 600—Towing Sling

"Car Guard" towing sling, which reportedly eliminates danger of damage to chrome and painted surfaces during lifting and towing operations, while providing a safer means of handling the 1958 cars with their low body styling and air suspension, has been announced by Ernest Holmes Co., 2505 East 43rd St., Chattanooga 7, Tenn.

With a rated capacity of 3,000 lbs., towing sling is furnished with tele-



scopic "V"-type spacer bars, heavy fabric lifting straps, 2 sets of chains with 4 different types of hook attachments. Photograph at top shows how "V"-type spacer bars, lifting straps and tow chain hooks are attached to wrecker in position always ready for instant use. At the bottom, use is shown of short spur attachment in the structural member of the car for rear-end pickup.

Want more info? Use coupon on page 100 and you will get it!

### 601—Muffler Clamp

A muffler clamp, said to exert sealing pressure equally over the 360° surface of the muffler nipple and pipe and to insure leakproof fit, has been introduced by The AP Parts Corp., Toledo 1, Ohio.

The Tuff Grip tightly seals the muffler nipple to the pipe, even on under- or over-sized pipes, and tightening is said to be possible without saddle collapse danger. It is available in seven passenger-car sizes from 1½" to 2½", and in six heavy-duty truck sizes from 2½" to 4".

Want more info? Use coupon on page 100 and you will get it!

### 602—Clamp-on Mirrors

Clamp-on-type rear-view mirrors, which reportedly do away with the need for drilling holes in car bodies, have been announced by Supersite Corp., Derby, Conn.

Designed to harmonize with 1958 car styling, "Flite-Wing" mirrors are available in 3 shapes of heads: 4½" round offset, 5½" x 3¾" pentagon and 5½" x 3" oblong. The stainless steel mounting clamp fits on the flange of the car door or the curved part just below the flange, making the mirror theft-proof when door is locked. Serrations at the joint of arm and base, plus adjustable spring tension in mirror head, provide two points of adjustment, affording positive-lock adaptability to individual drivers' positioning needs. Designed to fit all cars, mirrors have replaceable rust-proof brass heads, according to the company.

Want more info? Use coupon on page 100 and you will get it!

### 603—Tinted Glass Kit

A home application method for tinting automobile glass, said to be easy to apply for giving a car a more expensive look and reducing glare for both day and night driving, has been introduced by National Glass Tinting Corp., 908 Truxillo, Houston, Texas.

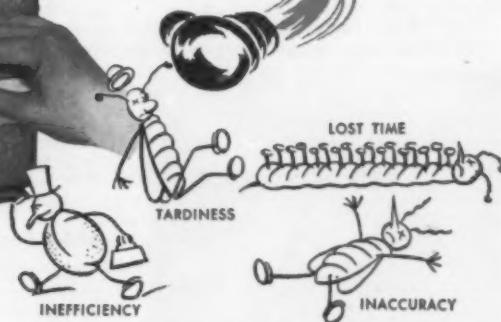


Kit contains everything needed to do a distortion-free job, it was claimed. "Windo-Tint" may be cleaned with soft, damp cloth and after two weeks it may be cleaned with glass wax, the manufacturer said.

Want more info? Use coupon on page 100 and you will get it!



GET THESE BUGS  
OUT OF YOUR  
OVERHEAD...



Tardiness and lost time on and between jobs, eat away at profits in your service department.

Give these bugs a knockout punch, control both your payroll and job time — by installing a Latham Garage Time Recorder.

Gentlemen:

I'd like to exterminate the profit-eating bugs in my business. Send me complete Latham Time Recorder information and prices at no obligation to me, of course.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**LATHAM TIME RECORDER CO.**

70 Third Street, N. W., Atlanta, Georgia



### 604—Air Conditioner

"Mark IV's" 1958 "Monitor" model air-conditioning unit, constructed longer and lower for installation under lower dashboards, with 6 louvered outlets rotatable through 360°, has been announced by John E. Mitchell Co., 3800 Commerce, Dallas, Texas.

"Selectrol" offers temperature control precision, it was claimed. By



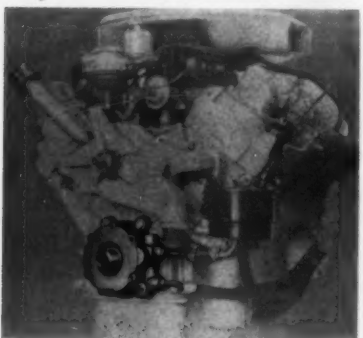
turning a knob on front of case, discharge air temperature may be varied as much as 30° or more on hot summer days. Once set, control will hold the selected temperatures precisely, without fluctuation, whether the car is speeding or temporarily stopped, the manufacturer said. Twin squirrel cage blowers are controlled by a rheostat switch that permits any fan setting desired. An illuminated signal on front of case indicates when the clutch is on and when unit is cooling in proper range. "Mark IV" also offers a standard dash unit, as well as a trunk unit.

Want more info? Use coupon on page 100 and you will get it!

### 605—Steering Pump

A hydraulic power steering pump which mounts on the front of the engine and is driven directly by the crankshaft, eliminating space-consuming mounting bracket, drive pulleys and belt, has been introduced by Vickers, Inc., Detroit 32, Mich.

The "VT-33" incorporates vane-type construction and an internal regen-



erative supercharged system. The pump is capable of operating throughout a speed range of 425rpm to 4,600-rpm, it was claimed. Capacity at 1,200rpm is rated at 6.9gpm. Pump contains an integral flow control and pressure relief valve, the latter limiting maximum pressure to 1,000psi. Unit weighs 12 lbs., is nominally 5½" in diameter, excluding mounting bosses, and 3½" deep.

Want more info? Use coupon on page 100 and you will get it!

### 606—Paste Wax

Homogenized paste wax in an aerosol container, said to be easier to use and to last longer than ordinary paste waxes, has been introduced by Turtle Wax-Plastone Co., Inc., 4110 West Grand Ave., Chicago 51, Ill.

A push of the nozzle releases micron particles of wax, a small amount of which smooths over a large area, it was claimed. Little pressure is needed to produce a brilliant "hard shell finish," the manufacturer said.

Want more info? Use coupon on page 100 and you will get it!

### 607—Pipe Cutter

A pipe cutter designed to save time and money in the removal of mufflers and pipes, reportedly leaving them clean and free from burrs, has been announced by Walker Mfg. Co., 1201 Michigan Blvd., Racine, Wis.

"Spee-D-Kut" is said to be particularly helpful in removing welded



exhaust assemblies where the muffler must be cut from the pipe to make a new installation. It features a streamlined frame which provides ample clearance for operation in hard-to-get-at places, it was claimed. Four tool steel rollers cut cleanly and accurately, adjusting automatically to cut pipes from 1¼" to 2½" in diameter, the manufacturer said. The knurled, screw-type handle reportedly applies pressure evenly to all cutters for proper tracking as the tool is operated in a free-swinging arc.

Want more info? Use coupon on page 100 and you will get it!

### 608—Engine Bearing

An engine bearing said to offer superior embedability, higher load-carrying capacity, better conformability, low-scoring tendencies, higher corrosion resistance, high fatigue retardment, with less crankshaft wear and superior thermal conductivity, has been announced by Detroit Aluminum & Brass Corp., 3927 Christopher, Detroit 11, Mich.

The "Cyclon" consists of a porous matrix of copper-base alloy sintered onto fine quality steel strip. After sintering, the strip enters a molten bath of lead-tin babbitt to completely permeate the porous matrix. Finally, bearing surface is given a flash coating of tin plate to insure protection against rusting.

Want more info? Use coupon on page 100 and you will get it!

### 609—Tire Changer

A power tire changer, "Model P-58," equipped with a "Powair-Pak" that uses air pressure from the regular air compressor for breaking even the most stubborn beads, has been introduced by Big Four Industries, Inc., 5938 Carthage Court, Cincinnati 12, O.

Operations of locking the rim in place, breaking the beads, then releas-



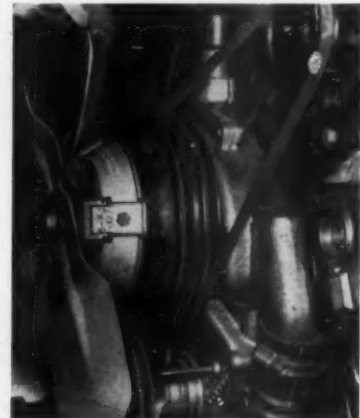
ing the tire can be performed by flipping a 6" ball lever through 3 positions. Other features include "Wedge-Wing" bead-breakers, "Safety-Lift" demount tool and the company bead-protecting mounting tool. The "Powair-Pak" is available as a package to fit older-model "Henderson Air-Lock" tire changers.

Want more info? Use coupon on page 100 and you will get it!

### 610—Fan-Release Unit

"Fan-O-Matic" fan-release unit, controlled by centrifugal force and adaptable to most cars, has been announced by Radiator Specialty Co., 1400 W. Independence Blvd., Charlotte 8, N. C.

At speeds over 35mph the fan becomes a free-wheeling unit releasing



the 15hp it ordinarily consumes, increasing acceleration and gas mileage up to 3 miles per gallon, it was claimed. Engine noise and vibration are said to be reduced also. Available with 13 adapters, unit is simple to install on almost any popular car.

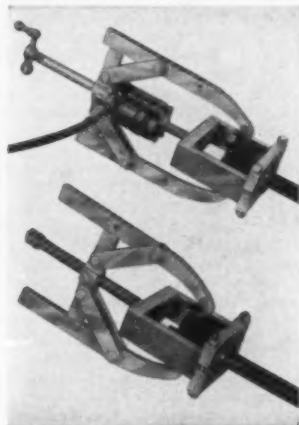
Want more info? Use coupon on page 100 and you will get it!



### 611—Axle-Bearing Tool

A "bridge" tool for removing and installing flange-type rear-axle bearings fast has been announced by Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.

Designed to work with either OTC hydraulic or mechanical "Grip-O-



Matic" pullers, tool "961" reportedly eliminates the heating torches and hammers usually needed to pull bearings, with no danger of shaft warping or scoring, bearing injury or separation. Even bearings with zero-tolerance shaft-fits are quickly eased off, it was claimed. The same tool installs new bearing on the shaft, again using "Grip-O-Matic" puller. Attachments are available to fit nearly every car, including 1958 models.

Want more info? Use coupon on page 100 and you will get it!

### 612—Motor Analyzer

A complete, self-contained motor analyzer on a mobile stand with 5 testing units, said to be locked in place but readily removable for portable use anywhere in the shop, has been announced by King Electric Equipment Co., 9123 Inman Ave., Cleveland 5, O.

The "Model 400" includes a coil and condenser tester, an exhaust gas analyzer, a cam angle-tachometer tester, a vacuum pressure tester and a volt-ampere-resistance tester, the latter designed to handle the 1958 dual-contact voltage regulators. Testers feature large jeweled D'Arsonval meters with easy-to-read colored scaled. Embossed operating panels clearly indicate the various tests and testing leads are of adequate length for use on all automotive vehicles, the manufacturer said.

Want more info? Use coupon on page 100 and you will get it!

### 613—Filter Chart

1958 filter wall chart, giving complete installation data on oil, air and fuel filter refills for cars and trucks and featuring a convenient table on the reverse side to provide cross reference between its refill numbers and 13 other filter makes, has been announced by Purolator Products, Inc., 970 New Brunswick Ave., Rahway, N. J.

Want more info? Use coupon on page 100 and you will get it!

### 614—Wiper Arm

A windshield wiper arm designed especially for curved windshields, and introducing the company's wide-range "Spring Toggle" pressure adjustment for automobiles, has been announced by The Anderson Co., 1075 Grant St., Gary 40, Ind.

A simple, screwdriver adjustment custom-sets arm pressure to keep the blade hugging the glass, even at superhighway speeds, the manufacturer said. "Anti Wind-Lift" arm also effectively combats wind lift, skip-wipe and snow pack, it was claimed. Two universal models "quick-fit" all drum head and screw head wiper shafts, beginning with 1941 cars. The

arms are fully extensible from 10" to 14" and replace all left-hand and right-hand arms.

Want more info? Use coupon on page 100 and you will get it!

### 615—Engine Tool

"Snappy Auto-Gun," a mechanic's tool which reportedly provides fast, positive control of any engine from under the hood or while the vehicle is on a hoist, has been introduced by "Snappy," Inc., Detroit Lakes, Minn. Made of durable material, tool reportedly has 21 uses for general engine repair and tune-ups.

Want more info? Use coupon on page 100 and you will get it!

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CUSHIONED RIDE  
SHOCK ABSORBERS

are now available to American car owners for an entirely new concept in quality riding—safest comfort and smoothest performance at all speeds.

It's the exclusive "circulating oil" design that makes the big difference... that's why Armstrong is standard equipment on 80% of British built cars, and continental cars too.

Remember, all shocks are not the same, some run hot and cause oil to thin out for decreased shock action at high speeds and on rough roads. But with Armstrong Cushioned Ride Shocks, less heat builds up—oil maintains its body and you get a shock action that is steady at all loads, roads and speeds.

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Armstrong offers dealers a totally new product, an exclusive new "Double Action" Design for greater replacement sales.

Armstrong offers jobbers greater sales and profits with the world's most complete line. American, British, European cars, trucks, buses and motorcycles... plus a QUALITY never before seen in this country.

Write for complete details on this outstanding shock absorber at a competitive price for greater demand—greater profits for you.



102

# ARMSTRONG

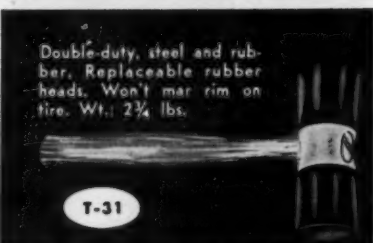
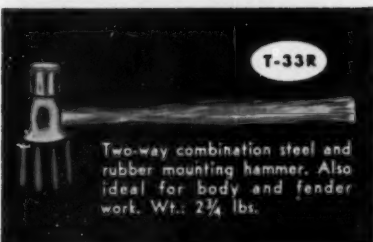
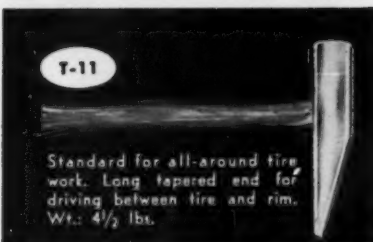
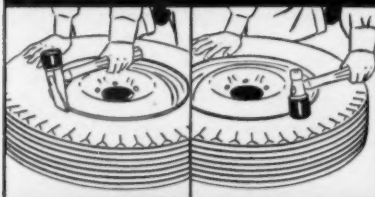


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INSIST ON KEN TOOLS. Finest Quality  
and Design. Largest Exclusive Mfgs. of  
Tire Changing Tools and Equipment.

**The KEN-TOOL Mfg. Co.**  
AKRON 5, OHIO

## 616—Wrecker Bumper

A push bumper with grille guards for use with its standard type wrecker to provide added protection, as well as for use in pushing disabled vehicles around the shop, in the street or on the open road, has been announced by Ernest Holmes Co., 2505 East 43rd St., Chattanooga 7, Tenn.

Especially useful during winter months for starting cars with dis-



charged batteries or cars stalled due to icing conditions, bumper can be supplied with brackets to fit any standard popular truck and can be optionally furnished with a replaceable rubber facing. Height of bumper is 16 1/2", while height of grille guards over the bumper adds another 15 1/2" to its over-all protection. Standard bumper weighs approximately 190 lbs. Construction is a formed steel channel section with each leg of the channel 4" deep to provide space for attaching extra front-end weight when needed.

Want more info? Use coupon on page 100 and you will get it!

## 617—Plastic Covers

Clear polyethylene spare tire cover and trunk deck mat for all 1957-58 Plymouth, Dodge, De Soto and Chrysler cars, except Suburbans, have been announced by Mopar Division Chrysler Motors Corp., 7000 East Eleven Mile Road, Center Line, Mich.

Covers reportedly have unlimited flexibility and will not crack or rot even in extreme temperatures. They are completely waterproof, stain-proof, mildewproof, dirt-resistant and resistant to deterioration from oil, battery acid and other corrosive materials, it was claimed. Requiring no special tools, they may be installed in seconds.

Want more info? Use coupon on page 100 and you will get it!

## 618—Cooling System Sealant

"Rust Master Royal" with "Seal-ite," said to prevent rust in the cooling system for one year by keeping minute particles in suspension, has been introduced by Rust Master Chemical Corp., 50-56 Creighton St., Cambridge 40, Mass.

Product contains no acid, caustic or strong alkali and is nonpoisonous, nonflammable and harmless to metal, rubber and paint, it was claimed. "Seal-ite" seals radiator leaks, preventing loss of anti-freeze. Product also lubricates water pump, improves water circulation, cleans out car heaters and protects aluminum cylinder heads, the manufacturer said.

Want more info? Use coupon on page 100 and you will get it!

## 619—Compressor

"Model 33-1039" compressor unit, which can be mounted in the back of a small pickup truck and is said to be ideal for truck tire servicing, has been announced by Binks Mfg. Co., 3122 Carroll Ave., Chicago 12, Ill.

The 2-stage tank-mounted unit has a 30-gallon tank built to ASME specifications for 200 lbs. working pressure. Standard tank pressure from 165 to 175psi is maintained by a VE constant speed unloader. The loadless starting unit has a totally enclosed, dustproof crankcase and is equipped with a combination intake filter and silencer. It is powered by a 7.5hp gasoline engine with a speed of 2,450rpm at full load. Units with electric starters and including 12' length of battery cable to permit attachment to truck battery are available.

Want more info? Use coupon on page 100 and you will get it!

## 620—Choke Stove Kit

A choke stove kit for carburetors on 1955-57 Fords, Mercurys, Lincolns and Thunderbirds has been announced by Brake Parts Specialty, 1914 West Washington Blvd., Los Angeles 7, Calif.

The kit consists of an air-heating stove to be mounted on the manifold



and an asbestos-covered pipe to carry the heated air to the carburetor. This method reportedly eliminates the possibility of corrosive exhaust gases finding their way into the carburetor choke, since heat for the carburetor choke is not obtained from the manifold passages but from outside the manifold.

Want more info? Use coupon on page 100 and you will get it!

## 621—Service Manual

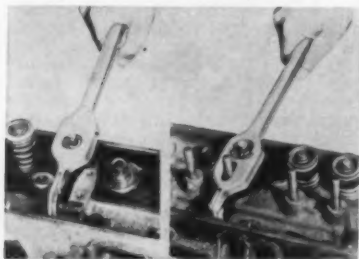
A 250-page "picture story" transmission service manual, aimed at taking the "mystery" out of the Hydra-Matic transmission for garage owners and mechanics, carrying 600 photographic how-to-do-it illustrations and diagrams to guide mechanics in each step of service procedure, explaining and illustrating parts and tools to use, and including a complete schedule of flat rate charges listed in quick-reference tables, with durable and grease-resistant covers and binding designed to open wide and lie flat while in use, is available through United Motors parts distributors across the country.

Want more info? Use coupon on page 100 and you will get it!

## 622—Valve Spring Tools

Long-wearing, cadmium-plated tools for compressing valve springs on Ford valve-in-head and Chevrolet V-8 cars have been announced by Zim Mfg. Co., 3047 W. Carroll Ave., Chicago 12, Ill.

Each lifter has a hook through the pushrod hole to engage the cor-



ner at the lower end. Spring compression occurs when handle is depressed, and keepers are said to be easily removed. Lifters No. 132 (Ford) and No. 133 (Chevrolet) are not interchangeable.

Want more info? Use coupon on page 100 and you will get it!

## 623—Tow Strap

A tow strap made of 100% Du Pont nylon webbing, 8' long, weighing 1 lb., 2 oz., to replace tow chain or cable and said to be stronger, has been announced by Harry Buckles Co., Inc., Sikeston, Mo.

To attach, snap buckle into place anywhere along lower edge of bumper, the manufacturer said. Jerks and jolts reportedly are minimized because strap stretches and recovers 20" to absorb shock of starting and towing. Oil- and water-resistant, strap can be used to tow other vehicles, logs, etc., and has a safe working load of 5,500 lbs., it was claimed.

Want more info? Use coupon on page 100 and you will get it!

## 624—Lining Compounds

Dry mix brake lining compounds, "MDB" segments, featuring a dual friction combination of lining for use on its "BXM" shoes, have been introduced by Thermoid Co., Whitehead Road, Trenton, N. J.

The higher friction lining is used on primary and reverse shoes and the lower friction lining is used on secondary and forward shoes. Use of the two friction combination tends to equalize the amount of work done by the various shoes and results in more even wear, the manufacturer said.

Want more info? Use coupon on page 100 and you will get it!

## 625—Brake Shoe Kits

Brake shoe hold-down kit assortment, containing 38 kits of 8 sizes for complete coverage of all passenger cars and trucks equipped with servo-type brakes, has been introduced by Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

Clearly numbered, each kit contains springs, pins and washers for one brake assembly.

Want more info? Use coupon on page 100 and you will get it!

## 626—Gasket Container

A flip-top, corrugated container to hold an assortment of the popular pan gaskets, separately enveloped and identified as to which automatic transmission it fits, has been introduced by Tramco Industries, Inc., 43 West 61st St., New York 23, N. Y.

A special feature is the informative label on the box which states when fluid should be changed for each transmission and tips for the mechanic on how to do the job properly. Assortment contains gaskets for Ford-O-Matic, Merc-O-Matic, Hydra-Matic, Jetaway, Powerlite and Ultramatic.

Want more info? Use coupon on page 100 and you will get it!

## 627—Universal Joint Book

An illustrated, 16-page booklet, covering all servicing procedures for Spicer, Mechanics, Detroit, Cleveland and Blood universal joints, complete in every detail and containing step-by-step instructions accompanied by detailed photographs, plus accurate instructions on how to identify the manufacturer and series of any universal joint and how to determine the proper part name when ordering replacements, is available free to service stations and repair garages from Dana Corp., Parts Division, 253 Waggoner Blvd., Toledo, O.

Want more info? Use coupon on page 100 and you will get it!

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TIRES'**  
Full Sales  
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**DESIGNED FOR GREATER TIRE PROFITS...**

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& RUBBER CORP.  
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Behind the VANDERBILT TIRE LINE is a powerful, productive program of hard-hitting advertising and sales aids... all expressly designed to help you beat any and all competition and **SELL TIRES IN GREATER VOLUME!**

By tying in with this program, 3,000 service station owners all over the country are **MAKING MORE MONEY ON TIRES** than they ever thought possible... **AND SO CAN YOU!**

VANDERBILT gives its tires the strongest backing in the industry: **WRITTEN** road hazard guarantees up to 36 months, **PLUS** lifetime warranty!

VANDERBILT dealers make more friends and build solidly for future business with an on-the-spot, no-red-tape, honor system adjustment policy!

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**419 Fourth Ave. N.Y. 16, N.Y.**

All right — Show me! I'd like to sell more tires and make more money on each tire I sell. Show me how I can do it with your Vanderbilt full scale tire sales program!

NAME \_\_\_\_\_  
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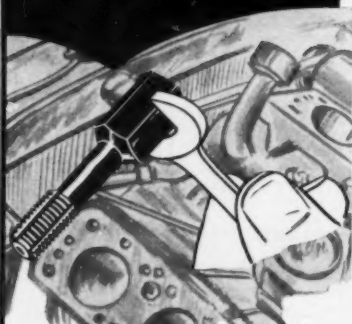
Offices and Warehouses in New York, Jacksonville, Dallas, Los Angeles, San Francisco



# Herbrand

TOOL-OF-THE-MONTH

**NO TEARDOWN  
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DAMAGED THREADS**



WITH **Herbrand**

**HEX-DRIVE  
RE-THREADER TAPS**

Restore damaged, corroded or rusted threads instantly and accurately. Herbrand hex-end taps speed up repair work—chase out threaded holes on the spot without costly tear-down. Easily operated with open end or box wrench with or without flexible socket or ratchet. Taps are case hardened for extra long life. Ask your jobber.

## SET OF 6

Sizes: 1/4", 5/16", 3/8", 7/16", 1/2", 9/16" in each set.

No. 803 NF-SAE (Fine Threads)  
No. 804 NC-USS (Coarse Threads)



MECHANICS  
NET  
**\$3.00**

THREAD CHART AND DIRECTIONS  
ON SLEEVE OF PLASTIC CONTAINER.

On our National Direct Mail List?  
Send name, address, where employed.

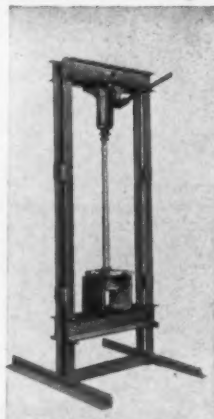
# Herbrand Tools

HERBRAND DIVISION  
BINGHAM-HERBRAND CORPORATION  
FREMONT, OHIO

## 628—Bearing Attachment

An axle bearing fixture to be used only with the floor model of its "Tru-cut" hydraulic press, to facilitate removal of axle bearings, has been announced by Frank N. Wood Co., Waukesha, Wis.

The attachment will enable shop owners to handle bearing work on



their own premises, instead of sending it to other shops equipped to handle it, the manufacturer said.

Want more info? Use coupon on page 100 and you will get it!

## 629—Bleeder Adapter

A pressure bleeder adapter to fit all Chrysler cars with the open bowl master cylinder reservoir for 1955, '56 and '57 has been announced by Eis Automotive Corp., P. O. Box 701, Middletown, Conn.

Adapter will fit regular cars as well as those equipped with power brakes. Part No. T1376 can be used with all Eis pressure bleeders regardless of age, the manufacturer said.

Want more info? Use coupon on page 100 and you will get it!

## 630—Parts Catalog

A 128-page Delco-Remy service parts catalog for trucks, divided into 4 sections covering distributor-ignition parts, generators and parts, starting motors and parts and an illustrated section, carrying actual photographs of the more popular parts, catalogs, service handbooks, ignition parts cabinets, plus product information, is available through United Motors System distributors.

Want more info? Use coupon on page 100 and you will get it!

## 631—Wheel Balancer

An on-the-car, electronic wheel balancer, said to be fast, efficient and technically simple enough to handle 10 jobs a day easily, has been introduced by Alemite Division of Stewart-Warner Corp., 1826 Diversey Parkway, Chicago 14, Ill.

Unit operates electronically with a flashing strobe light which permits balancing the wheel without removing it from car. Entire assembly—tire, rim, drum and hubcap—is balanced in one operation, as if rolling along the highway at speeds up to 100mph, it was claimed.

Want more info? Use coupon on page 100 and you will get it!

## 632—Spark Plug Tester

"Series 800" spark plug cleaner and tester, featuring a spark indicator rather than the comparator-type tester, has been announced by Champion Spark Plug Co., 900 Upton Ave., Toledo 7, O.

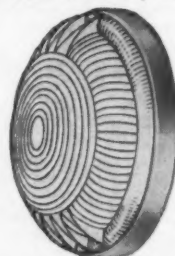
Whereas previous models required the operator to compare a new spark plug with the old one being tested, with the new indicator direct readings can be obtained from the spark plug being tested. Other improvements include an abrasive bag which automatically sifts out all the worn abrasive dust, plus an automatic water trap to remove moisture from the abrasive as standard equipment. Coil and transformer are contained in one sealed electrical unit. Other features include a more accessible spark switch button, a streamlined cabinet and a plug adapter to fit the 3-pronged power supply cord which incorporates a ground contact.

Want more info? Use coupon on page 100 and you will get it!

## 633—Clearance Light

A clearance, marker or cab light with twist-off lens design, requiring no tools for bulb change and has no screws or retaining rings, has been announced by K-D Lamp Co., 1910 Elm St., Cincinnati 10, O.

Flush-mounted, the "KD 525" has depth of less than 1", diameter of



2 9/16". Acrylic plastic lens has been engineered for light output exceeding SAE requirements, it was claimed, giving full 180° distribution. Moisture-, dust- and rustproof, light is simple to mount, requiring only 1/4" hole drilled for wire, 2 holes for sheet metal screws.

Want more info? Use coupon on page 100 and you will get it!

## 634—Tubeless Repairs

Tubeless tire section repairs, featuring two-ply nylon cord construction and especially designed for large punctures and tire injuries up to 3/4" long, have been announced by The Buxbaum Co., 1212 7th St., S. W., Canton 1, O.

The "Akro" repair provides chemical vulcanization which reportedly assures positive adhesion whether it is applied hot or cold. The "welding action," induced by interaction of the company's cushion-gum formula and cement, eliminates the need for clamps, heat or any special apparatus. Repairs are packaged 10 to a carton with cement and filler material. Each is protected by easily removed plastic material. Step-by-step instructions are included.

Want more info? Use coupon on page 100 and you will get it!





President Looney

## Wilton Looney, Atlanta, Heads Up NAPA

**W**ILTON Looney, president of Genuine Parts Co., Atlanta, Ga., was elevated from vice-president to president at the annual meeting of National Automotive Parts Association at the Drake Hotel in Chicago Dec. 12.

He succeeded Richard C. Colyear of Colyear Motor Sales Co., Los Angeles.

John H. Baldwin of Boozer-Test Management Service, Indianapolis, Ind., was named vice-president. Robert L. Stacey of Detroit was reelected vice-president and general manager. Henry Lansdale, who for 28 years served NAPA as vice-president and general manager and more recently as chairman of the board, announced his retirement.

In addition to the officers, directors named at the meeting were: Roy Barrett, NAPA Columbus warehouse, Columbus, Ohio; A. F. Baxter, Unit Parts Corp., Buffalo, N. Y.; Howard A. Bradley, Jr., Quaker City Motor Parts Co., Philadelphia; R. M. Brim, NAPA New York warehouse, New York, N. Y.; J. A. Brosnahan, NAPA Richmond warehouse, Richmond, Va.; R. C. Colyear; F. E. Nolen, Colyear Motor Sales Co., Los Angeles; C. T. Reinberger, NAPA Cleveland warehouse, Cleveland, Ohio; F. F. Rohrer, NAPA Pittsburgh warehouse, Pittsburgh, Pa., and D. N. Test, Jr., Boozer-Test Management Service, with headquarters at San Antonio, Texas.

At the meeting of the NAPA Manufacturers' Council, held concurrently, these officers were reelected: M. B. Terry, American Brakeblok Division, chairman; Neil A. Moore, Dana Corp., vice-chairman; G. M. Salzman, Clevite Service, secretary-treasurer.

Other directors named by the council were H. W. Clough, Bel-den Mfg. Co.; J. E. Echlin, Echlin Mfg. Co.; L. N. Fisher, United Parts Mfg.; C. B. Johnson, Precision Parts Co.; Charles Lansdale, The Federal Bearings Co., Inc.; E. J. Muldoon, The New Britain Machine Co.; G. Z. Spencer, Trico Products Corp.; W. M. Stuart, The Martin-Senour Co.

Stacey reported a substantial increase in the organization's volume of business for the eighth successive year.

## MEMA Favors Moving ASI Show Around

**A** MOTION favoring the rotation of the International Automotive Service Industries Show "geographically with regards to cities that can take adequate care of both show space and hotel room requirements" was adopted unanimously last month by the directors of Motor and Equipment Manufacturers Association.

MEMA proposed that such shows be operated jointly.

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Carburetors and  
Distributors  
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DEALER PROFIT



More sales . . . greater profit through volume business . . . repeat sales through customer satisfaction—these are some of the big reasons for using **KIMCO** rebuilt Carburetors and Distributors, plus the fact that they're completely precision-rebuilt for quality and durability. **KIMCO** Carburetors and Distributors are rebuilt, tested and inspected to assure peak performance. Write today for complete information about **KIMCO** Carburetors and Distributors . . . and the whole **KIMCO** line of rebuilt auto parts.



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STARTER MOTORS	CLUTCH DISCS
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CLUTCH PRESSURE ASSEMBLIES	

## Supermarkets, Drug Stores Aid Shift Of Anti-Freeze Buying from Industry

**A** SHIFT in buying habits threatens the traditional position of service stations, repair garages and car dealers as the major outlet for anti-freezes, a manufacturer reported last month.

This trend is disclosed by nine years of continuing market surveys, made annually since 1949 by Alfred A. Politz Research, Inc., for the Du Pont Co., manufacturer of anti-freezes.

About 25% of all anti-freeze—nearly 25 million gallons—this study shows, is sold "over-the-counter" in discount houses, supermarkets, drug and automotive accessory stores and farmers' auctions. This compares with five per cent sold over-the-counter in 1949. Seventy-five per cent of all anti-freeze sales, however, are still made through the traditional outlets.

This continuing source of accurate anti-freeze marketing data has helped Du Pont in developing sound marketing plans, and effective advertising and promotion programs, which stress the importance of the service station in properly winterizing the family car, declares T. A. Parriott, sales manager for "Zerone" and "Zerex."

### Survey highlights:

The most important reason car owners purchase anti-freeze in traditional servicing outlets, the study discloses, is "convenience." Others who prefer to buy anti-

freeze at over-the-counter outlets give "cheaper price" as the main reason. But 59% of this latter group also said they would buy anti-freeze from traditional outlets if they could get it at a cash-and-carry price.

Although 61% of all anti-freeze installations are still done by servicing dealers, the study disclosed a significant increase in "do-it-yourself" servicing. Thirty-nine per cent of all installations are done by car owners themselves.

Stressing the need for consumer education on the dangers of re-using anti-freeze, the study reported that 35% of all car owners re-use anti-freeze more than one season. The majority of this group adds some fresh anti-freeze in subsequent years. Estimated annual sales lost due to re-use, the study points out, is 23 million gallons of permanent-type anti-freeze.

Dealers themselves also contribute to the re-use problems, according to the study. Forty-three per cent of all servicing dealers still incorrectly think—and tell customers—that permanent-type anti-freeze can safely be used more than one season. Another 12% admitted they did not know whether re-use is advisable or not.

The study also reported on consumers' attitudes toward early anti-freeze installation, and guaranteed protection plans. Copies of the survey data booklet, "Facts

You Should Know About the Anti-Freeze Business," may be obtained by writing the Du Pont Co., "Zerone"—"Zerex" Section, Room 13066, Du Pont Building, Wilmington 98, Del.

## Pensacola Jobbers Donate Toward Kidney Machine

**A** GAIN Pensacola (Fla.) jobbers joined hands in donating funds, ordinarily used to buy Christmas gifts for customers and friends, toward the purchase of a kidney machine to be placed at the Baptist Hospital.

The group gave a cardiscope to the hospital's operating room the previous year.

Contributing were Pensacola Electric Garage, Raines Auto Paint Co., Trawick Auto Parts Co., Tyrrell Auto Supply, Petree Brothers, Rogers Motor Supply Co., Runt's Automotive Machine Service and Pensacola Automotive Supply Co.

## Maremont Picks Syvertsen To Head Department

**C**REATION of a new department for market development and the appointment of E. T. "Jim" Syvertsen to head it have been announced by Maremont Automotive Products, Inc.

Formerly general manager of the Automotive Replacement Division of Thompson Products, Inc., Syvertsen will help initiate and carry out long-term plans to expand the company's nationwide replacement parts business into new territories and new channels of distribution.

## Plymouth Names Kraft

Appointment of D. J. Kraft as Plymouth regional manager for the Dallas, Texas, zone for Chrysler Corp.'s automotive group marketing organization has been announced by S. L. Noble, Dallas zone manager. Kraft joined Chrysler in January 1955 as district manager for the Memphis, Tenn., zone.

## Dodge Appoints Robinson

Robert K. Robinson has been named Dodge regional manager in the Atlanta, Ga., zone of Chrysler Corp.'s automotive group marketing organization, according to Atlanta Zone Manager S. C. Ransom. Robinson, who joined Chrysler in August 1956, was most recently De Soto manager at Charlotte, N. C.

C. A. Benoit, Jr. (right), president of Permatex Co., Inc., awards first prize of a 1956 Cadillac Coupe de Ville to District Manager Jean R. Anderson, winner of the company's nation-wide sales contest. Looking on are General Sales Manager William A. Sneed (left) and Rufus T. Holladay, regional manager over Anderson. Territory covered by Anderson includes Tennessee and parts of Mississippi, Georgia, West Virginia, Kentucky and Alabama.





*"Since De Soto introduced the Firesweep,*

# **MY PROFITS ARE UP 42%"**

—reports H. E. Baher, President, H. E. Baher, Inc., Alhambra, California



"The Firesweep has opened a whole new volume market for our dealership," says Mr. Baher. "We're making many more conquest sales, especially to people moving from low-priced cars to the lower-medium-priced Firesweep."



"The Firesweep line includes every body style, which, together with very competitive prices, has helped us go after more fleet business. Just recently we delivered a fleet of new Firesweep 4-door sedans to the city of Alhambra."



"By bringing in more traffic, the Firesweep has made our salesmen's floor time much more productive, too. And its combination of style, features and price has turned many would-be 'lookers' into buyers. This car is hard to resist!"

H. E. Baher and hundreds of other dealers from coast to coast have discovered the tremendous profit-through-volume opportunity offered by the competitively-priced De Soto Firesweep—a fast-moving car backed by a continuing, retail-slanted advertising and sales promotion effort—one more reason why in '58, more than ever . . .

it pays  
to be a  
**DE SOTO** dealer!



## Jobber News

(Continued from page 45)

### MEWA Sets Up \$25,000 For Reorganization

A FUND of \$25,000 to finance the reorganization of associations on a basis to provide maximum benefits to both wholesalers and manufacturers has been established by Motor and Equipment Wholesalers Association.

A reorganization committee has met with other interested association committees.

Comprising the committee are A. J. Thompson, Piston Service Co., Seattle, Wash., chairman and MEWA vice-president; Jay T. Davis, The Motor Parts Co., Corpus Christi, Texas, MEWA president, and former presidents J. F. Creamer, Wheels, Inc., New York, N. Y., and A. S. Hatcher, A. S. Hatcher Co., Macon, Ga.

### NSPA's Leaders Okay Merger Proposal

THE joint recommendation for a new aftermarket association, previously drafted by a joint MEWA-NSPA committee, has been approved by the executive committee and directors of National Standard Parts Association.

The NSPA announcement stated: "It is the feeling of all those participating that the much- and long-discussed question of unity in our industry is practically assured of becoming a final reality. NSPA will present this recommendation to the membership for approval and ratification in convention session Feb. 19, 1958. We feel that the membership of NSPA will look upon this with favor.

"The NSPA board of directors is very pleased with the wonderful progress that has been made by all parties concerned and thanks the committees of the two associations for their splendid work. The board requests that the committees continue their effort to bring about unity in the industry."

The reorganization committee-men are:

For MEWA — A. J. Thompson of Seattle, Wash., Jay T. Davis of Corpus Christi, Texas, A. S. Hatcher of Macon, Ga., and John F. Creamer, New York City.

For NSPA — John Reynolds of Houston, Texas, Edward Gammie



M. L. "Cheapskate" Chandler (right), owner of Greater Southwest Warehousing Distributors and Brokerage Co., Brownwood, Texas, and also police commissioner and councilman of that city, is shown with chief of police giving away a bicycle to a winner in a bicycle safety campaign he sponsored.

of Chicago, Don H. Teetor of Hagerstown, Ind., and Henry Trauscht of Evanston, Ill.

### Amarillo Texans Name Bradford President

M. C. BRADFORD of Bradford Auto Supply has been elected president of the Amarillo (Texas) Automotive Wholesalers Association.

Other officers include Date Wilson of Wilson Battery & Electric Co., vice-president, and Paul Henson of Porter-Henson Supply, secretary-treasurer. Directors are Gene Baker of Baker Automotive and John Jupe of Jupe Auto Supply.

### MEMA Chooses Wilbur For President

MOTOR and Equipment Manufacturers Association has elected R. H. Wilbur of The Kendall Co., New York, president.

Other officers are C. F. Stuhldreier, The Grote Mfg. Co., Bellevue, Ky., vice-president; S. G. Phillips, The Dole Valve Co., Morton Grove, Ill., secretary, and C. P. Brewster, K-D Mfg. Co., Lancaster, Pa., treasurer.

Directors include A. J. Bradley, Commercial Solvents Corp., New York; C. P. Brewster; A. C. Bryan, National Carbon Co., New

York; V. B. Day, Bear Mfg. Co., Rock Island, Ill.; K. W. Foust, Bonney Forge & Tool Works, Alliance, O.; S. G. Phillips; T. S. Rose, Sealed Power Corp., Muskegon, Mich.; C. O. Spillman III, Associated Producers, Inc., Ypsilanti, Mich.; C. F. Stuhldreier; J. M. Wells, Ingersoll-Rand Co., New York; J. D. White, Triplex Corp. of America, Pueblo, Colo., and R. H. Wilbur.

### Brownwood Texan Forms Warehousing Firm

A WAREHOUSING distributorship for jobbers only has been established in Brownwood, Texas, to serve the Southwest by M. L. "Cheapskate" Chandler, former owner of Chandler Auto Supply of that city.

The name of the firm, located at 400 Pecan St., is Greater Southwest Warehousing Distributors and Brokerage Co. Said Chandler, "Our area has no other strictly wholesale distributor, except Lubbock (260 miles), Fort Worth (150 miles), El Paso (510 miles) and west to the Texas line (400 miles)."

### Dura-Bond Names Gotschall

Duane E. "Duke" Gotschall has been appointed sales manager for the Dura-Bond Engine Parts Co. of Palo Alto, Calif. Formerly an assistant sales manager for Wilkening Mfg. Co., Gotschall will direct national sales for Dura-Bond.

### Imco Appoints Hirsig

Hirsig-Brantley Co. of Jacksonville, Fla., has been appointed sales representative for Imco Mfg. & Sales Co. in West Virginia, Kentucky, Tennessee, Mississippi, Alabama, Florida, Georgia, South Carolina and western North Carolina.

### Tarheels Select June 22-24

The annual convention of the North Carolina Automotive Wholesalers Association will be held June 22-24 at Grove Park Inn, Asheville, Executive Secretary Jesse F. Jones, Jr., announced. L. T. White, Jr., of Raleigh is president.

### Florida Firm Hires Peck

Fred W. Giers Peck is now treasurer of Allied Parts Co., Inc., Orlando, Fla., according to President W. P. Blackburn.



## Once-Dry Southwest, Now Wet, Lists Sales Up; Overdistribution Is Hit

**S**OUTHWESTERN areas which a year ago were reporting slow business because of the long drought were among the sections with reports of increased gross dollar sales last month.

Answers to a survey mailed to 350 jobbers over the South and Southwest showed 80% running ahead of the January-to-December period a year earlier, while 17% listed lower volume and three per cent said their sales were the same.

The brighter reports included comments from the far western reaches of Texas and some spots in Oklahoma.

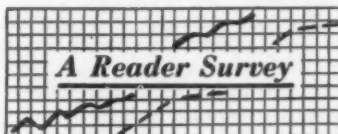
That some factories have been creating multiple outlets as possibly never before was made clear in such comments as:

From Tennessee—"What is the answer to factory overdistribution?"

From Florida—"Our problems are price cutting and some manu-

facturers' selling jobbers at redistribution prices." Delivery service in his area, he said, "is too frequent."

A Texan reported that "sales and collections improved this fall over the past several years for us. From a seven-year drought period we have passed into overabundance



of rainfall this year. This improved cattle and sheep business but hurt cotton and grain crops."

He asserted that "high operating costs are forcing the renter and small-farm owner off the farm. Our county continues to lose population to the larger industrial centers."

His gross sales were running 16% above a year ago.

A West Coast Floridian expressed continued worry "over labor costs and very short profit on our machine shop operation. In spite of an increase in labor charges last year, the situation is still critical and we must raise charges again by the first of the year in order to offset necessary increases in salaries paid to our employees."

In his instance gross sales were up 17%, which was approximately the amount listed by a number of other Floridians.

From North Carolina's tobacco belt came a report of sales being up ten per cent for the entire first 11 months of last year. In this instance the October and November sales were down due to "extremely bad agriculture season for the area."

One Oklahoman said his sales were up 17% dollarwise, but he calculated that his unit sales were about the same as for the same 11 months of 1956.

As is true monthly, complaints of troubles with collections bobbed up in replies from throughout the 19 states into which the survey was sent.

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Charges 7 amps. on dead battery  
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## AWDA Puts Pressure on Service At Record Kansas City Gathering

**E**MPHASIZING the service theme, speakers and panelists alike pounded home to more than 375 delegates, gathered in Kansas City last month for what was termed the most successful meeting in the history of the Automotive Warehouse Distributors Association, that a good selling-distribution job is vital for successful survival in the distribution field.

"Where Do We Go from Here?" was the subject of an address by M. E. "Marty" Goldman of Aitkin-Kynett Co., Philadelphia, Pa., in which he pointed out that since the United States has reached plant capacity, emphasis must be taken off the manufacturing processes and put on selling. Warehouse distributors, he said, have an excellent future if they can prove that they can fill the needs of the new sales problems.

Basing his remarks on a survey questioning some 6,000 jobbers on what they thought of warehouse distribution, Martin Fromm, executive secretary of the association and president of Martin Fromm & Associates, addressed the convention on "Jobbers Dissect Warehouse Distribution."

A panel discussion, moderated by Colman O'Shaughnessy, mid-west representative of *Motor Service*, took up the question "Where Is Distribution Today?" Panel members were Ray Barnett,

editor of *Jobber Topics*; Hamilton C. Cochran, manager of the automotive division of *Saturday Evening Post*; Carl B. Dietrich, executive editor of *Jobber Product News*, and A. F. "Fritz" Roberts, business manager of *SOUTHERN AUTOMOTIVE JOURNAL*. Panelists cited growing public resentment against slow and inefficient service, pointing out that with jobbers the availability of merchandise and supplies must get top attention and explaining that warehouse distribution makes for better availability all the way from the manufacturer to the service shop.

At the annual meeting of the board of governors preceding the convention, new members were admitted. Among those were Automotive Warehouse Co., Jackson, Miss.; D & V Mfg. Co., Inc., Birmingham, Ala., and The Muench Laboratories, Inc., St. Louis, Mo.

An information forum for the benefit of non-member manufacturers who wanted to learn more about the AWDA type of distribution was chairmanned by Paul Livoni, executive vice-president of Crum & Lynn, Inc., Los Angeles.

All 1957 officers and members of the board of governors were reelected, and in addition Ralph W. Doherty and F. R. Middleton were chosen to represent their affiliate manufacturers.

Officers reelected on a ballot conducted by mail were Walter T. Devine, Lenk, Inc., Boston, Mass., president; Thomas S. Perry, Thomas S. Perry Co., Atlanta, Ga., vice-president; Ernest A. Tapp, Jobbers Supply Co., Kansas City, Mo., vice-president; Robert S. Weber, P. E. Weber, Inc., Milwaukee, Wis., secretary, and Bernard Bock, Bobro Products, New York, treasurer.

Board of governors includes A. P. Walter, Gabriel Distributing Co., Chicago, Ill.; Paul R. Livoni; Reub Schrank, Lee Motor Products, Cleveland, O., and J. S. Connell, J. S. Connell Co., chairman of the membership committee.

Don Hanson of E. Edelman & Co. is the 1958 chairman of the manufacturers advisory council. He will be assisted by Jack F. Whitaker of Whitaker Cable Corp. as co-chairman. Other members of the council are James Flanagan, Pratt Muffler Division, Chicago; Walter Nash, Monroe Auto Equipment Co., Monroe, Mich.; J. B. Bushyhead, Moog Industries, Inc., St. Louis, Mo., and J. B. Wolff, Automatic Transmission Parts, Inc., Chicago.

### Eight Southerners Join NSPA Membership

**E**IGHT Southern firms have been elected to membership in National Standard Parts Association. They are:

Car Parts, Inc., St. Louis, Mo.; Dixie Diggs Auto Parts, Inc., Hampton, Va.; Leader Automotive Supply Co., Inc., St. Louis; Motor Equipment Co., Albuquerque, N. M.; Motor Supply Co., Inc., Monroe, La., and Service Station Supply Co., Atlanta, Ga. Manufacturers admitted include Triple Seal Corp., Miami, Fla., while Parts Warehouse Co., Augusta, Ga., warehouse distributor, was also among the new Southern members.

### Vaughn Dies in Houston

Bryan M. Vaughn, 73, head of B. M. Vaughn Co., manufacturers' agents, died last month at his Houston, Texas, residence. Vaughn had been a resident of Houston for the past 42 years.

### Counts Opens in Kingsport

Counts Automotive Supply Co. of Bluefield, W. Va., a subsidiary of Bluefield Supply Co., opened a branch store at 32 West Market St. in Kingsport, Tenn., Jan. 6.

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literature or a trial!*

## ASIS Joint Committee Picks MEMA's Wells

**J**OHAN M. Wells, director of Motor and Equipment Manufacturers Association and director of distributor relations for Ingersoll-Rand Co., New York, has been elected chairman of the International Automotive Service Industries Show Joint Operating Committee.

Invitations to the show, to be held at Chicago's Navy Pier on Feb. 18-21, 1959, will be more

Chairman Wells



liberalized than ever before.

The liberalized invitations will include representatives from virtually all the long-established and recognized domestic distribution channels—automotive wholesalers, both member and non-member; executives of vehicle and engine manufacturers; government officials; overseas distributors; car factory service managers; executives of oil company TBA divisions; major oil company executives; chain store executives; mail order house executives; petroleum marketing executives; warehouse distributors, and wholesalers' customers.

Some 300 overseas distributors from more than 60 foreign countries attended the show in 1954. However, it is anticipated that approximately 500 will attend the 1959 show from about 75 foreign countries.

## Ammco Adds Eskew

Ammco Tools, Inc., North Chicago, Ill., has added James W. Eskew as district representative in the Southwest. Working with Regional Manager Roy Culp, he will cover eastern Texas and Louisiana.

## Walter Pohl Receives Award from B-6

**W**ALTER Pohl, district manager of Hirsig-Brantley Co. in Atlanta, Ga., has been awarded the Bert Kaple trophy for "Mr. Booster of 1957" by Automotive Booster Club B-6.

The award is given each year by Kaple for outstanding service rendered the club.

## Memphis Boosters Elect Rufus Cook President

**R**UFUS K. Cook, Jr., of The Electric Auto-Lite Co. has been elected president of Automotive Booster Club B-25 of Memphis, Tenn.

Other officers are E. R. McCarter, Thompson Products, Inc., first vice-president; D. E. "Ed" Campbell, Lempco, second vice-president, and Daniel Davis, Kimco Auto Products, secretary.

**Chesapeake Auto Supply Co.** of Norfolk, Va., has added Salesmen **W. Eddie Wilkins** and **J. S. Baer** to its **Newport News** and **Norfolk** territories, respectively, President **Edward J. Brickhouse** announced.



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Over 50 models for passenger and commercial vehicles • Sizes for 16", 15" and new 14" wheels • Gleaming triple chrome plate • Interchangeable with original equipment • Exclusive no-slip no-turn, no-torque attachment springs • Specific car models and universal styles.

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## Car Factory President Romney Joins Two Southerners on NSPA Program

**A** CAR factory president and two well-known Southerners will be among the speakers at the annual convention of National Standard Parts Association at the Ambassador Hotel in Los Angeles Feb. 18-19.

George Romney, president of American Motors Corp. and also of the Automobile Manufacturers Association (of which he was at one time the managing director), will discuss "The Automotive Outlook."

John Reynolds of Straus-Frank Co., Houston, NSPA's senior vice-president who is expected to be elevated to the presidency next month, will speak on the unification program. He is chairman of NSPA's committeemen who have been working toward a unified aftermarket association of manufacturers and wholesalers in conjunction with an MEWA committee. (NSPA's executive committee and directors have approved the joint



Top: George Romney  
Above: Thomas S. Perry  
Right: John Reynolds

recommendation of the MEWA and NSPA committees for a new association.)

Thomas S. Perry of Thomas S. Perry Co., Inc., Atlanta, Ga., will discuss "What Is Warehouse Distribution?" He is vice-president of The Automotive Warehouse Distributors Association and under usual procedure would be elevated to the presidency next year.

Other speakers will include:



"Do-It-Yourself," by J. H. Mehan, manager, Distributors Institute, Chicago; "Increasing Gross Profits on Pick-Up Sales" (wholesaler panel), moderated by W. D. "Bill"

From the Southwest came these hunting guests of Monroe Auto Equipment to Southern Michigan. Representing some of the firm's largest warehouse distributors they are (l. to r.): top row, John Hoine of Phoenix, Ariz., Louis Barnett of Cogdell Auto Supply, C. S. "Chuck" McIntyre, III, of Monroe, Mark Hanna of Hanna-Gray Co., Charles McIntyre, IV, Sid Revis of Standard Parts, Inc., and Elmer Miller of Straus-Frank Co.; second row, W. D. McIntyre and C. S. McIntyre of Monroe, T. C. "Buddy" Garrett of The Schoellkopf Co., Fred Tullis of Monroe, John Stringer of Barnes Motor Supply, Joe Owens of Owens Supply Co., Ken Stout of B. B. Burk Co. and John Reynolds of Straus-Frank; third row, J. E. Bickel of Monroe, B. B. Burk (who is Monroe's Southwestern representative) and Vernon Kleier of Ponca Automotive Supply Co.



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Henderson, Henderson Brothers, Sacramento, Calif.; "Dishonesty of Employes — a National Disgrace," by Arthur E. Shapiro, vice-president, Ridgeway Audit, Inc., Redwood City, Calif.

"Are You Sitting on Your Ideas?" by G. Herbert True, marketing department, University of Notre Dame, South Bend, Ind. (Special presentation at the first "convention highlight" luncheon Feb. 18.)

"Shake the Grate in '58 — with Publicity," by Herman Teetor, vice-president and director of advertising, Perfect Circle Corp., Hagerstown, Ind.; "Where Is the Automotive Service Work Being Done?" by Russ W. Case, Chilton Co., Philadelphia; "What I Expect But Don't Get from the Jobber," by Gail H. Crawford, executive vice-president and general manager, Ringsby Truck Lines, Inc., Denver, Colo.

"Legally Speaking," by Harold T. Halfpenny, NSPA legal counsel, Chicago; "Training Retailers to Sell," by Frank F. Schuhle, advertising supervisor, Miniature Lamp Department, General Electric Co., Nela Park, Cleveland, Ohio; "In

the Looking Glass," by Mel Turner, curriculum director of NSPA's vocational education program, Mel Turner & Son (garage operators), Chicago.

Senator Barry Goldwater (R-Ariz.) of the senate small business committee and select committee on improper activities in the labor or management field will be the feature speaker at the second convention luncheon Feb. 19.

The annual membership reunion will begin in the Ambassador Hotel's Ambassador ballroom at 4:30 p.m. Monday, Feb. 17. The annual membership banquet will be held in the Embassy ballroom Tuesday evening, Feb. 18. The Colony Room will be the scene of the fifth annual meeting of the Young Executives Club of NSPA Wednesday evening, Feb. 19.

Convention registration for members and guests will be from 9 a.m. to 5 p.m. on Sunday and Monday, Feb. 16 and 17.

Edward Gammie of Victor Mfg. and Gasket Co., Chicago, is president of NSPA and James A. Wheatley of Grey-Rock Division of Raybestos-Manhattan, Inc., Manheim, Pa., is junior vice-president.

J. L. "Jack" Wiggins is the veteran executive vice-president.

## Jewell-Strickland Changes Owners

THE partnership of A. L. "Bert" Jewell and Alex Strickland, trading as Jewell-Strickland Auto Parts Co., at Wilmington, N. C., has been dissolved as a result of the death of Strickland and the business has been acquired by Jewell and J. Holmes Davis, Jr.

The latter formerly was vice-president of Spofford Mills and he will be active in the firm, which will continue to operate through a corporation known as Jewell-Strickland Auto Parts Co., with Jewell as president and Davis as executive vice-president and treasurer.

## Tennessean Names Brown

Putnam County Auto Parts, Cookeville, Tenn., has named Arnold Brown to replace Duncan T. Fulton, Jr., now president of Tennessee Automotive, Nashville, Partner-Manager D. T. Fulton, Sr., announced.

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**WHY REPLACE WHEEL CYLINDERS** when you can do a better job with TRU-TORQUE Safety Cups.

Most cylinder leaks are a result of cup failure (caused by excessive heat of modern brakes) — rather than worn or pitted cylinders.

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## Pacific Show to House Over 700 Booths

**M**ORE than 700 booths and a total of 142,000 square feet of floor space will be devoted to exhibits at the Pacific Automotive Show to be held in Los Angeles, Calif., Feb. 20-23, with over 400 manufacturers participating.

The show will provide the industry with the only opportunity in the country during 1958 to see the latest improvements and newest developments in equipment, parts and accessories. A record-breaking attendance from every sector of the country, including Canada, Mexico, Alaska and Hawaii, is expected, with a full-scale program for advance registration and ticket distribution underway.

Said President Ted Johnston, "Automotive groups and associations of jobbers, manufacturers' representatives, garagemen, car dealers, service station retailers and fleet operators are already hard at work on this program to secure advance registration.

"Because of the increased attendance this particular show will attract, advance registration is the only method we can employ to in-



Officers elected by Automotive Affiliated Representatives at their board of directors meeting held last month at the Sheraton Hotel in Chicago are (top photo, l. to r.): Ed L. Lee, executive secretary; Harry G. Kitchin, Richmond, Ind., reelection treasurer; J. Austin Elliott, Vancouver, B. C., president (first Canadian in history of the organization to hold office of president); J. McEwen Cherry, Nashville, Tenn., first vice-president; Harry C. Younger, Pasadena, Calif., second vice-president, and H. P. "Pete" DeGreen, Cleveland, O., secretary. Not pictured are Chairman of the Board Ben M. Asch, New York, and Trustees Claude E. Sharp, Detroit; W. Frank Russell, Dallas, and Carl W. Sharp, Cleveland. Above is the directors' meeting.

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sure rapid admission without delays at the gate. Individuals coming without tickets will be permitted to register and enter the show, but their admission will be slowed down," he said.

Several national automotive groups and associations will hold conventions and meetings in conjunction with the Pacific Show. Among these are National Standard Parts Association, Motor and Equipment Wholesalers Association, Automotive Parts Rebuilders Association, Automotive Affiliated Representatives and the Distributors Institute, a national research organization.

### Oklahoma Wholesalers See Booth Sell-Out

**B**ECAUSE of demand for booth space, the Automotive Wholesalers of Oklahoma will stage its Feb. 8-9 show in the Municipal Auditorium in Oklahoma City.

Reservations already received from 29 manufacturers last month indicated a sell-out, according to Executive Secretary Tom Payne.

The business meeting portion of the program will be held on Saturday morning, Feb. 8, at which time reports will be heard from committee chairmen. A "big name" speaker, not yet announced, will address the gathering.

Also at the business session, announcement will be made concerning a new liability and fire insurance program soon to be inaugurated, purported to save hundreds of dollars a year to association members.

Under the insurance program, members will be permitted to buy all types of business insurance at savings said to average 33 1/3% over present costs.

### Hirsig Promotes Butts

Fred H. Butts has been promoted to sales manager of Hirsig-Brantley Co., Jacksonville, Fla., according to General Manager Bruce T. Brantley. In his new capacity, Butts will be responsible for the formulation of sales programs to further the business of factories which the company represents in the Southeast.

## Duke of Nashville to Tell Benefits Of Revamped Association to MEWA

THE values of a reorganized aftermarket association to the wholesalers and manufacturers will be cited by John W. Duke, president and general manager of Automotive Distributors, Inc., Nashville, Tenn., in a highlight address at the annual convention of Motor and Equipment Wholesalers Association at the Statler Hotel in Los Angeles Feb. 17-19.

Long a leader in his own state wholesaler association, the Tennessee attracted attention a year or two ago when he was asked to outline his views on this subject before the joint merger-reorganization committee.

MEWA's directors recently established a \$25,000 fund to help finance the reorganization of associations; committees from NSPA and MEWA have been working out details with their directors' approval. Both associations are to present reorganization proposals before their conventions, which

will precede the Pacific Automotive Show.

"State of the Industry" will be the subject of an address by MEWA President Jay T. Davis of Corpus Christi, Texas, General Manager B. W. "Whit" Ruark announced also.

Howard Eves of Pasadena, Calif., immediate past president of the Independent Garage Owners of America, will speak on the IGOA-MEWA cooperative program to assist the independent garage owner.

Opening gun of the convention will be the usual two-hour presidents' reception, beginning in the late afternoon on Feb. 17 at the Statler.

Other program events and the speakers will include:

A key address at the Tuesday morning session by a speaker of "international renown," whose identity and subject will be announced later, plus a "Welcome to



MEWA President Davis

PAS" speech by P. Ted Johnston, president of the 1958 Pacific Automotive Show, and "MEWA Doings at Washington," by James W. Cassidy, MEWA general counsel.

Placing further emphasis on the association's "Blueprint for Progress" formula, Tuesday's afternoon session will take up a comprehensive review of the many benefits members are experiencing through the "MEWA Council of Sales Executives." The remaining portion of that session will be devoted to "Keeping Wholesaling for Whole-

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salers," during which a wide array of top factory, wholesaler and financial experts will delve into the fundamentals of profitable wholesaling.

Concluding the Tuesday agenda will be the annual banquet. Some 500 wholesaler members, industry guests and their ladies are expected to attend.

Among major participants in the two sessions scheduled for Wednesday will be Ray Barnett, editor of *Jobber Topics*, who will speak on redistribution and warehouse distribution as applied in the automotive industry; Carl B. Dietrich, executive editor of *Jobber Product News*, on "Prepare Now for the Years Ahead," before the Young Executives Group banquet meeting; William C. "Bill" Herbert, editor of *SOUTHERN AUTOMOTIVE JOURNAL*, on "What Car Dealers Are Thinking;" Frank O. Bregnard, president of Automotive Mechanics Institute, Hot Springs, Ark., on "Teaching the Trade about Modern Cars;" J. P. Farber, vice - president of Chapin - Owen Co., Rochester, N. Y., and MEWA director, on "What Price Volumitis;" Willis E. Stone, president of the American Progress Founda-

tion, and S. R. Robinson, advertising manager of Grey-Rock Division of Raybestos-Manhattan, Inc., on "How Wholesalers Can Help Their Dealer Customers," and

James E. Hamilton, executive manager of California Automotive Wholesalers Association, will speak on "Foundation of Cooperation between State and National Associations."

Albert Joseph, advertising manager of The AP Parts Corp., will present the Automotive Advertisers Council's new "First Aid and Plan Book."

Other speakers will be Fred A. Lambert, general manager of Lambert Co., Ltd., Los Angeles, and president of the Automotive Engine Rebuilders Association, on "Current Trends Enhance Importance of Shop Operation;" Virgil C. Smith, president of Auto Parts Co., Inc., Ann Arbor, Mich., and immediate past president of MEWA, and Byron K. Fletcher, sales manager of Hastings Mfg. Co., on "Mutual Obligations of Wholesalers and Manufacturers to One Another."

Important information will be presented by these MEWA staff executives: Daniel J. Hartnett,

western representative; Richard A. Melvin, director of member relations, and Robert L. Schutte, merchandising counsel.

Speakers for the closing two business sessions will be announced later. Featured will be such timely subjects as "How Wholesalers Can Conduct an On-the-Job Training Program"—essay contest theme of the Young Executives Group; "MEWA's New Management Approach to Planning More Profits," and "Executive Management Development in the Automotive Maintenance Industry."

General Manager Ruark's address on "Re-Setting Our Sights" will conclude the meeting.

#### Tennesseans to Meet April 28-29

The annual convention of the Automotive Wholesalers Association of Tennessee will be held again at the Riverside Hotel, Gatlinburg, Executive Secretary Keith Broyles announced. The dates are Monday and Tuesday, April 28 and 29. A. M. Downing of Reed-Downing, Inc., Nashville, is president and Jack Black of Black and Co., Knoxville, is vice-president.

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## Ero Mfg. to Expand in Hazlehurst, Ga.

**E**ro Mfg. Co., manufacturer of seat covers and other automotive accessories, will soon double its manufacturing facilities at Hazlehurst, Ga., according to President Howard F. Leopold.

A building to be constructed on the existing 16½-acre site next to the present plant will require almost a doubling of the present work force. Investment in the new plant will exceed \$500,000.

## Alabama Group to Air Employee Relations

**D**ISCUSSIONS on "employee relations" and related subjects by nationally-known speakers will lead off the annual convention of the Automotive Wholesalers' Association of Alabama June 16-17 at the Pick-Bankhead Hotel in Birmingham.

Additional featured speakers will deal with "jobber profits" and "business ethics," while a British lecturer, author and humorist will entertain the annual banquet guests.

Ladies attending the convention



Newly-elected officers of Automotive Booster Clubs International, Inc., who will serve until February 1959 when the annual meeting is scheduled on the eve of the ASI Show in Chicago, are (l. to r.): Mose Hudson, B-36, Jacksonville, treasurer; Bill Knoyer, B-3, Denver, first vice-president; Ed C. Abdelnour, B-13, New York, president; Joe Del Greco, B-26, Cincinnati, second vice-president, and Victor C. Condran, Jr., B-21, Seattle, secretary. Among past presidents voted to receive special awards were G. Walter Klier, B-6, Atlanta, 1938 president, and Howard C. Tucker, B-25, Memphis, 1954 president of the organization.

will find that a complete program has been arranged for them.

In accordance with the association's policy, the meeting will be restricted to jobbers, their guests and members of the trade press.

Officers are: D. B. Jones, East

Alabama Auto Parts Co., Opelika, president; John D. Lee, Anniston Auto Parts Co., Anniston, vice-president, and Lee W. Meriwether, Jr., Genuine Auto Parts Co., Montgomery, treasurer. John W. Rooney is executive secretary.

## The New K. O. Lee Valve Guide Reaming Sets

Designed to service late model engines which have valve guides cast as part of the cylinder head. In this new type head, it is the valve which has to be replaced. This is accomplished by reaming out the valve guide for oversize stem valves. Most of the engine and valve manufacturers now offer at least three sizes of oversize valves.

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Are you now operating a radiator dept. ☐ Yes ☐ No

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## ...call for HASTINGS

Only Hastings Chrome-Vent Oil rings seat fast—3 to 4 times faster than any other chrome rings—and control oil, in tapered, out-of-round or re-bored cylinders!

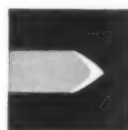
The reason is Hastings' patented, *beveled chrome rail*. With less contact area to wear-in, it takes less time to break-in. Because it makes immediate *fineline* contact with the cylinder wall, you get positive oil control right now—and for the life of the job.

And the thick chrome cap extends *around* the bevel, to give at least 3 times greater chrome wearing surface. With the lighter inner-spring, made possible by the beveled design, Chrome-Vent makes gentle, soft-pressure contact with any cylinder wall.

On your next ring job, call for Hastings—the product of replacement specialists—and be sure of a good, profitable job and a satisfied customer.

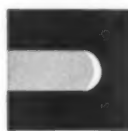
HASTINGS MANUFACTURING COMPANY, HASTINGS, MICHIGAN  
Hastings Ltd., Toronto  
Piston Rings, Casite, Wear Reducer, Filters, Spark Plugs

Tough on oil-pumping  
Gentle on cylinder walls



#### BEVELED CHROME-VENT

Rails make fineline contact with cylinder wall for a faster seat. Less area to wear-in means less time to break-in.



#### CONVENTIONAL CHROME RAIL

Originated by Hastings . . . now replaced by Hastings exclusive *Beveled Chrome*.



# HASTINGS

## Beveled Chrome-Vent Piston Rings



## \* LOOK! COMPARE!

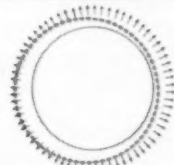
SEE WHY RAMCO'S CIRCUMFERENTIAL EXPANSION ACTION INSURES HIGH CONFORMABILITY, SIDE SEALING, SURE-FIRE OIL CONTROL.



**CONVENTIONAL OIL RINGS**  
Conventional oil rings have inner-rings which are limited to 6 or 7 outward thrusts to seal ring against cylinder wall.



**CHROME SPIRO-SEAL OIL RINGS**  
The RAMCO Spiro-Seal segment utilizes an exclusive, years-ahead circumferential expansion principle which insures high conformability to cylinder walls. It works like a watch spring to adjust to taper or wear. Riding independently of piston groove depth, it provides equalized radial pressure against cylinder wall for positive oil control.



**CHROME C-9 OIL RINGS**  
Here is the most advanced expression of the circumferential expansion principle. This newest advancement in ring design assures a new high in conformability. With an average of 60 outward thrusts, it adapts easily to cylinder variations and variable operating conditions, in both stop and go and high speed operations.  
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# You're DOUBLE SURE

when you call for RAMCO 10-Up SETS because only RAMCO gives you CIRCUMFERENTIAL EXPANSION \* CHROME OIL RINGS for any age engine!

To restore new car Get Up and Go in any engine, old or new—be DOUBLE SURE—call for RAMCO 10-Up Sets!

In every 10-Up Set you get either Chrome C-9 or Chrome Spiro-Seal oil rings—whichever are best for the engine.

Both rings have years-ahead circumfer-

ential expansion action—oil rings to re-power any engine—old or new. Only RAMCO gives you both rings for both needs!

That's why you're DOUBLE SURE you re-power right when you specify RAMCO 10-Up Sets.

# RAMCO 10 up PISTON RING SETS

RAMSEY CORPORATION, St. Louis 8, Mo.  
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